

## Division 10-50.100: Sign Standards

---

### Sections:

- 10-50.100.010 Purpose
- 10-50.100.020 Applicability
- 10-50.100.030 Sign Permit Requirements
- 10-50.100.040 General Restrictions for All Signs
- 10-50.100.050 General Requirements for All Signs
- 10-50.100.060 Permanent Signs
- 10-50.100.070 Temporary Signs
- 10-50.100.080 Sign Districts of Special Designation
- 10-50.100.090 Comprehensive Sign Programs
- 10-50.100.100 Sign Design Performance Standards
- 10-50.100.110 Nonconforming Signs
- 10-50.100.120 Enforcement
- 10-50.100.130 Appeals
- 10-50.100.140 Severability

---

### 10-50.100.010 Purpose

- A. The Council finds that the natural surroundings, climate, history, and people of the City provide the Flagstaff community with its unique charm and beauty. This Division has been adopted to ensure that all signs installed in the City are compatible with the unique character and environment of the community, and in compliance with the General Plan.
- B. The purpose of this Division is to promote public health, safety, and welfare through a comprehensive system of reasonable, effective, consistent, content-neutral, and nondiscriminatory sign standards and requirements, including the following specific purposes:
  - 1. To promote and accomplish the goals, policies, and objectives of the General Plan;
  - 2. To balance public and private objectives by allowing adequate avenues for both commercial and non-commercial messages;
  - 3. To recognize free speech rights by regulating signs in a content-neutral manner;
  - 4. To promote the free flow of traffic and protect pedestrians and motorists from injury and property damage caused by, or which may be fully or partially attributable to, cluttered, distracting, and/or illegible signage;

5. To protect the aesthetic beauty of the City's natural and built environment;
6. To prevent property damage, personal injury, and litter from signs which are improperly constructed, poorly maintained, or of flimsy materials;
7. To protect property values, the local economy, and the quality of life by preserving and enhancing the appearance of the streetscape;
8. To provide consistent sign design standards;
9. To provide an improved visual environment for the citizens of and visitors to the City and to protect prominent view sheds within the community; and
10. To enable the fair and consistent enforcement of these sign regulations.

C. A summary of sign types addressed within this Division are listed in Table A (Sign Types), below.

Table 10-50.100.010.A: Sign Types			
Sign Type	Zoning Code Section	Permit Required	Description
<b>Permanent Signs (See Table 10-50.100.060.P (Standards for Permanent Signs))</b>			
Accessory Sign	10-50.100.060.C.5.c(1)	Yes	A sign used to indicate an entrance/exit to a business.
Awning/Canopy Sign	10-50.100.060.C.5.c(2)	Yes	A sign displayed on an awning/canopy face.
Building Mounted Sign	10-50.100.060.C.5.c(3)	Yes <sup>1</sup>	A sign affixed to the wall of a building.
Changeable Copy Sign	10-50.100.060.C.5.c(4)	Yes	A sign in which the copy may change, allowed as part of a building mounted sign or freestanding sign only.
Directory Sign	10-50.100.060.C.5.c(5)	Yes	A sign placed near a pedestrian entrance to a business within a multi-tenant development to display multiple business names.
Freestanding Sign	10-50.100.060.C.5.c(6)	Yes <sup>1</sup>	A monument-style sign typically located in front of a business.
Landscape Wall Sign	10-50.100.060.C.5.c(7)	Yes	A sign displayed on a landscape wall adjacent to a business.
Projecting Sign	10-50.100.060.C.5.c(8)	Yes	A sign mounted perpendicular to an exterior wall of a business.
Roof Mounted Sign	10-50.100.060.C.5.c(9)	Yes	A sign mounted on a roof and allowed only where no walls exist to accommodate a building mounted sign.

**Table 10-50.100.010.A: Sign Types**

Sign Type	Zoning Code Section	Permit Required	Description
Service Island Sign	10-50.100.060.C.5.c(10)	Yes	A sign displayed on the service island of a gas station.
Suspended Sign	10-50.100.060.C.5.c(11)	Yes	A sign mounted above a sidewalk adjacent to a business, affixed to a beam, overhang or other fixture.
Vehicle Sign	10-50.100.060.C.5.c(12)	No	A sign displayed on a motor vehicle.
Window Sign	10-50.100.060.C.5.c(13)	Yes	A sign displayed in the window(s) of a business.
<b>Temporary Signs</b>			
Sign Walker	10-50.100.070.D.4	No	A sign carried by a person for advertising purposes.
Temporary A-Frame Sign	10-50.100.070.D.3.c(2)	Yes	A two-faced sign designed in an A-frame style.
Temporary Directional Signs for Special Events and Recreation Events	10-50.100.070.D.2	No (part of Special Event Permit)	A sign used to direct the public to a temporary event.
Temporary Event Sign	10-50.100.070.D.1	No	A sign used to advertise a temporary event.
Temporary Projecting Sign	10-50.100.070.D.3.c(5)	Yes	A banner sign suspended from a pole, mounted perpendicular to an exterior wall of a business.
Temporary Use Sign	10-50.100.070.D.3.e	No (part of Temp. Use Permit)	A sign used for authorized temporary uses.
Temporary Vertical Banner	10-50.100.070.D.3.c(3)	Yes	A banner sign attached to a vertical pole mounted to the ground.
Temporary Wall Banner	10-50.100.070.D.3.c(1)	Yes	A banner sign attached to the exterior wall of a primary business structure.
Temporary Window Sign	10-50.100.070.D.3.c(4)	Yes	A sign displayed in the window(s) of a business.

**End Notes**

<sup>1</sup> Except detached single-family dwellings and duplexes.

---

**10-50.100.020 Applicability****A. Applicability**

This Division applies to all signs, of whatever nature and wherever located, within the City.

**B. Interpretations**

This Division is not intended to, and does not restrict speech on the basis of its content, viewpoint, or message. Any classification of signs in this Division that permits speech by reason of the type of sign, identity of the sign user, or otherwise, shall also be interpreted to allow non-commercial speech on the sign. No part of this Division shall be construed to favor commercial speech over non-commercial speech. To the extent any provision of this Chapter is ambiguous, the term shall be interpreted not to regulate on the basis of the content of the message.

**C. Exemptions**

Unless specifically provided within this Division, the provisions of this Division do not apply to:

**1. Nonstructural Modifications and Maintenance**

- a. Changes to the face or copy of changeable copy signs; and
- b. The normal repair and maintenance of conforming or legal non-conforming signs, except as identified in Section 10-50.100.050.E.

**2. Heritage Signs in Landmark Zones**

Heritage signs shall be governed by the ordinance designating the Landmark Overlay and its related guidelines (Refer to Division 10-30.30 (Heritage Preservation)).

**3. Street and Residence Identification Signs**

Street identification and residence identification signs not exceeding two square feet in area.

**4. Governmental Signs**

Signs installed by the City, County, or a Federal or State governmental agency for the protection of public health, safety, and general welfare, including, but not limited to, the following:

- a. Emergency and warning signs necessary for public safety or civil defense;
- b. Traffic signs erected and maintained by an authorized public agency;
- c. Signs required to be displayed by law;
- d. Signs showing the location of public facilities; and

- e. Any sign, posting, notice, or similar sign placed by or required by a governmental agency in carrying out its responsibility to protect the public health, safety, and general welfare.

5. **Flags**

Official flags of national, state, or local governments, provided that the length of the flag shall not exceed one-fourth the height of the flag pole. No more than three flags shall be displayed per lot or parcel, and shall be mounted on a single flagpole, or three separate flagpoles installed either on the building, or adjacent to a building or use.

6. **Certain Historic and Architectural Features**

Historical plaques erected and maintained by non-profit organizations, memorials, building cornerstones, and date-constructed stones; provided that none of these exceed four square feet in area.

7. **Signs Required by Law**

8. **Internal Signs**

Signs or displays located entirely inside of a building, and signs not visible beyond the boundaries of the lot or parcel upon which they are located, or from any public right-of-way, including signs within an enclosed mall or shopping center.

---

**10-50.100.030 Sign Permit Requirements**

- A. The procedures for submittal, review and approval of Permanent and Temporary Sign Permits, including any required fees, are provided in Section 10-20.40.120 (Sign Permit - Permanent Sign Structures) and Section 10-20.40.130 (Sign Permit - Temporary Signs), except that signs associated with and/or advertising a special event on city property shall be approved as part of the Special Event Permit from the City and all signs not so approved in the Special Event Permit shall be prohibited.
- B. No Sign Permit shall be required for a sign on property used exclusively for a single-family residence that complies with this Division and limited to one sign per street frontage.
- C. Sign Permits are required for all business, commercial, civic, public assembly and advertising signs.

---

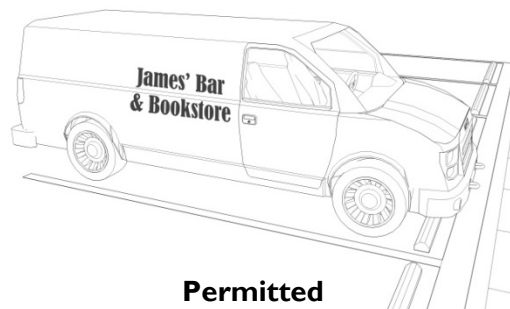
**10-50.100.040 General Restrictions for All Signs**

A. **Location Restrictions**

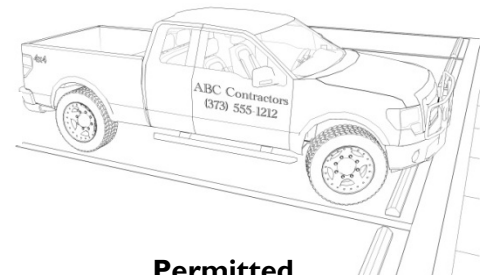
Except where specifically authorized in this Division, signs are prohibited in the following locations:

- 1. Any sign located within a City right-of-way;

2. Any sign located within, on, or projecting over a property line which borders a public or private street, highway, alley, lane, avenue, road, sidewalk, or other right-of-way, except as specifically provided in this Division;
3. Any sign attached to any public utility pole, structure or street light, tree, fence, fire hydrant, bridge, curb, sidewalk, park bench, statue, memorial, or other location on public property, except those signs approved as part of a special event permit on City property or banner signs permitted by the City on light poles in certain zones within the City. Nothing in this Section shall be construed to prohibit a person from holding a sign while located on City property so long as the person holding the sign is located on public property determined to be a traditional public forum and does not block ingress and egress from buildings or create a safety hazard by impeding travel on sidewalks, bike and vehicle lanes, and trails;
4. Any sign, which by reason of its location, will obstruct the view of any authorized traffic sign, signal, or other traffic control device or which by reason of shape, color, or position interferes with or could be confused with any authorized traffic signal or device;
5. Any sign which is placed so as to prevent or inhibit free ingress to or egress from any door, window, or any exit way required by the Building Code currently in effect, or by Fire Department regulations;
6. Any commercial, advertising, or business sign that is not located on the premises of the business to which it refers;
7. Any sign mounted, attached, or painted on a trailer, boat, or motor vehicle when parked, stored, or displayed conspicuously on private premises in a manner intended to attract attention of the public for the purpose of advertising or identifying the business premises. This provision excludes signs indicating the name of the owner or business that are permanently painted or wrapped on the surface of the vehicle, adhesive vinyl film affixed to the interior or exterior surface of a vehicle window, or signs magnetically attached to motor vehicles or rolling stock that are actively used in the daily conduct of the business. Such vehicles shall be operable and parked in a lawful or authorized manner;



OR



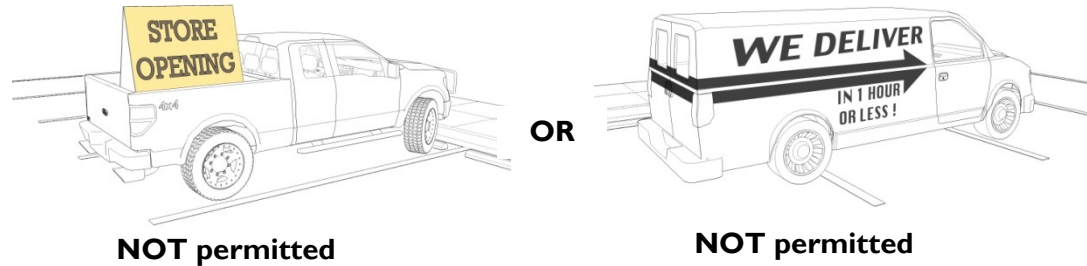


Figure A. Signs on Vehicles Used for Business Purposes

8. Any sign painted, attached or mounted on fuel tanks, storage containers and/or solid waste receptacles or their enclosures, except for a manufacturer's or installer's identification, appropriate warning signs and placards, and information required by law;
9. Any sign tacked, painted, pasted or otherwise affixed, to the walls of any building, barn or shed, accessory structure, or on trees, poles, posts, fences, ladders or other structures that is visible from a public way;
10. Billboards and freeway oriented signs, except that businesses located along frontage roads may be permitted to have signage oriented to the frontage road, subject to all applicable regulations of this Division; and
11. Bandit signs.

## B. Display Restrictions

### 1. Purpose

The purpose of this Subsection is to regulate the manner in which signs convey their messages by specifying prohibited display features that create distractions to the traveling public and create visual clutter that mar the natural and architectural aesthetics of the City.

### 2. Applicability

The following display features are prohibited:

- a. Any sign or lighting device, whether on the exterior of a building or on the inside of a window which is visible beyond the boundaries of the lot or parcel, or from any public right-of-way, with intermittent, flashing, rotating, blinking or strobe light illumination;
- b. Any sign with an exposed light source, except for neon incorporated into the design of the sign;
- c. Any sign which emits sound, odor, smoke, laser or hologram lights, or other visible matter, including any sign that uses motion picture projection;
- d. Any sign animated by any means, including fixed aerial displays, balloons, pennants, spinners, including strings of flags, streamers,

tubes, or other devices affected by the movement of the air or other atmospheric or mechanical means;

- e. Any sign in which the sign body or any portion of the sign rotates, moves up and down, or any other type of action involving a change in position of the sign body or any portion of the sign, whether by mechanical or any other means;
- f. Electronic Message Center signs; and
- g. Any changeable copy LED or similar signs.

---

**10-50.100.050 General Requirements for All Signs****A. Sign Message**

Any permitted sign may contain, in lieu of any other message or copy, any lawful non-commercial message, so long as the sign complies with the size, height, area, location, and other requirements of this Division.

**B. Sign Measurement Criteria****1. Sign Area Measurement**

Sign area for all sign types is measured as follows:

- a. Sign copy mounted, affixed, or painted on a background panel or surface distinctively painted, textured, or constructed as a background for the sign copy, is measured as that area contained within the sum of the smallest rectangle(s) that will enclose both the sign copy and the background, as shown in Figure A.
- b. Sign copy mounted as individual letters or graphics against a wall, fascia, mansard, or parapet of a building or surface of another structure, that has not been painted, textured or otherwise altered to provide a distinctive background for the sign copy, is measured as a sum of the smallest rectangle(s) that will enclose each word and each graphic in the total sign, as shown in Figure B.
- c. Sign copy mounted, affixed, or painted on an illuminated surface or illuminated element of a building or structure, is measured as the entire illuminated surface or illuminated element, which contains sign copy, as shown in Figure C. Such elements may include, but are not limited to, lit canopy fascia signs, spanner board signs, and/or interior lit awnings.
- d. Multi-face signs, as shown in Figure D, are measured as follows:
  - (1) Two face signs: If the interior angle between the two sign faces is 45 degrees or less, the sign area is of one sign face only. If the



angle between the two sign faces is greater than 45 degrees, the sign area is the sum of the areas of the two sign faces.

- (2) Three or four face signs: The sign area is 50 percent of the sum of the areas of all sign faces.
- e. Spherical, free-form, sculptural or other non-planar sign area is measured as 50 percent of the sum of the areas using only the four vertical sides of the smallest four-sided polyhedron that will encompass the sign structure, as shown in Figure D. Signs with greater than four polyhedron faces are prohibited.

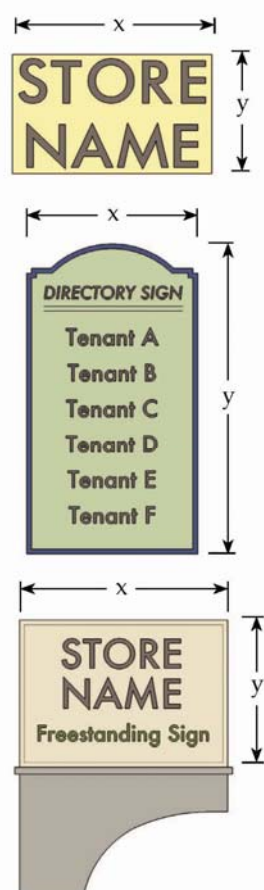


Figure A. Sign Area for Signs on Background Panel



Figure B. Sign Area for Signs with Individual Letters



Figure C. Sign Area for Signs with Illuminated Surfaces

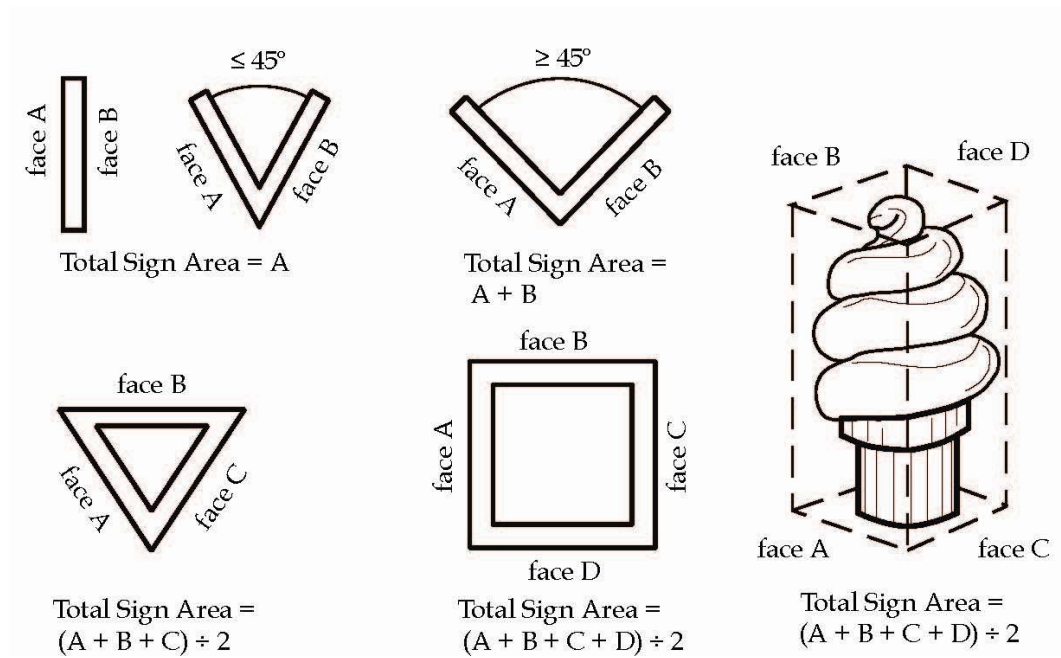


Figure D. Sign Area for Multi-face Signs or Free Form Signs

## 2. Sign Height Measurement.

Sign height is measured as follows:

### a. Freestanding Signs

Sign height is measured as the vertical distance from the average elevation of the finished grade within an eight-foot radius from all sides of the sign at the base of a sign to the top of the sign, exclusive of any filling, berming, mounding or landscaping solely for the purpose of locating the sign, excluding decorative embellishments as permitted in Table 10-50.100.060.P (Standards for Freestanding Signs).

- (1) If natural grade at the base of a sign is higher than the grade of the adjacent road, sign height shall be measured from the base of the sign, as shown in Figure E.
- (2) If natural grade at the base of a sign is lower than the grade of an adjacent road, the height of the sign shall be measured from the top of curb elevation, as shown in Figure F.

### b. Building Mounted Signs

The height of wall, fascia, mansard, parapet, or other building mounted signs is the vertical distance measured from the base of the wall on which the sign is located to the top of the sign or sign structure, as shown in Figure G.

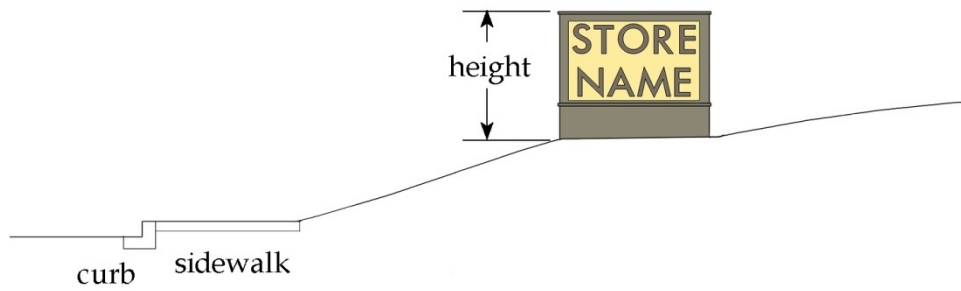


Figure E. Freestanding Sign Height – Signs Higher than the Grade of an Adjacent Road

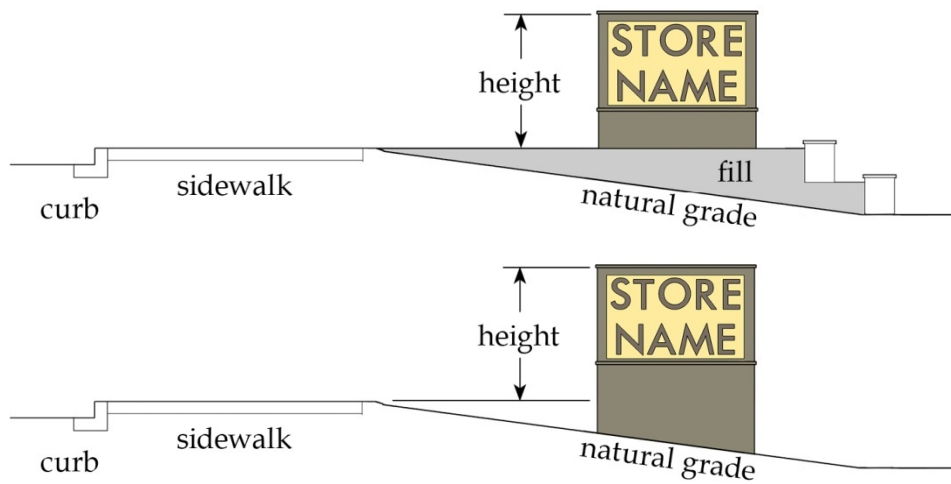


Figure F. Freestanding Sign Height – Signs Lower than the Grade of an Adjacent Road

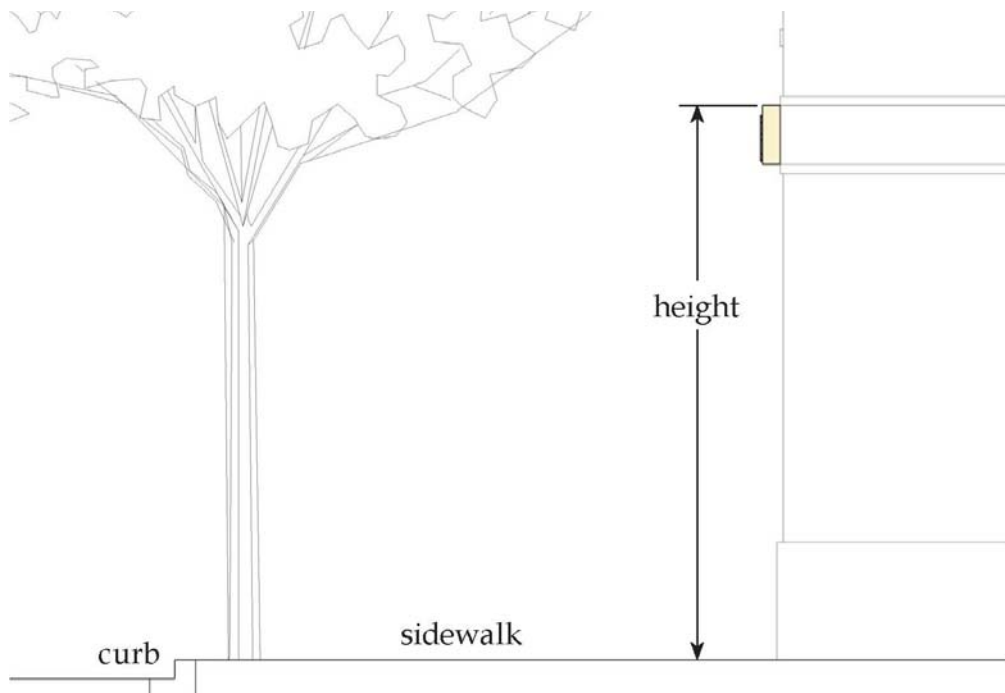


Figure G. Building Mounted Sign Height

**C. Sign Illumination**

All temporary signs must be non-illuminated. Allowed permanent signs may be non-illuminated, or illuminated by internal light fixtures, halo illuminated, or external indirect illumination, unless otherwise specified. All illuminated signs shall comply with the time limitations of Section 10-50.70.050.H.

**1. Externally Illuminated Sign Standards**

- a. Lighting Class: External illumination for signs shall comply with all provisions of this Division, and shall be treated as Class 1 lighting, as defined in Section 10-50.70.050.B. All external sign lighting is included within the total outdoor light output limits of Section 10-50.70.050.C, and shall comply with applicable lamp source and shielding restrictions.
- b. Except as provided in Subsection c, externally illuminated signs shall be illuminated only with steady, stationary, fully shielded light sources directed solely onto the sign without causing glare.
- c. A light fixture mounted above the sign face may be installed with its bottom opening tilted toward the sign face provided:
  - (1) The bottom opening of the light fixture is flat (i.e., it could be covered by a flat board allowing no light to escape); and,
  - (2) The uppermost portion of the fixture's opening is located no higher than the top of the sign face, as shown in Figure H. Light fixtures aimed and installed in this fashion shall be considered fully shielded for purposes of calculating the total outdoor light output limits of Section 10-50.70.050.C.

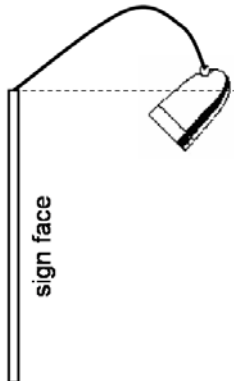
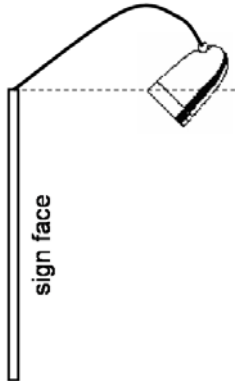
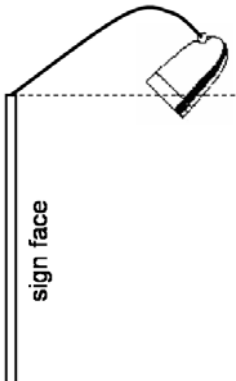
Permitted and Prohibited External Sign Lighting Configurations		
Allowed	Allowed	Not Allowed
		

Figure H. External Sign Lighting Configurations

## 2. Internally Illuminated Sign Standards

- a. Internally illuminated signs shall either be constructed with an opaque background and translucent text and symbols, or with a colored (not white, off-white, light gray, or cream) background and generally lighter text and symbols (Figure H). Lamps used for internal illumination of internally illuminated signs shall not be counted toward the total outdoor light output limits of Section 10-50.70.050.C.

### (1) Lighting Zone 1

The sign face(s) shall be composed of illuminated text and symbols against an opaque (non-illuminated) background. The colors of these elements are not restricted.

### (2) Lighting Zones 2 and 3

The sign face(s) shall be either composed of illuminated text and symbols against an opaque background (as in Subsection (1) above), or with generally lighter text and symbols against a colored (not white, off-white, light gray, or cream) background. Text and symbols may be white, off-white, light gray, or cream (See Figure I).

Light Background Not Allowed	Colored Background Allowed	Opaque Background Allowed
RESTAURANT CAFE	GAS STATION	HOTEL

Figure I. Internally Illuminated Signs

- b. Other internally illuminated panels or decorations not considered to be signage according to this Division (such as illuminated canopy margins, building faces, or architectural outlining), shall be considered Class 3 lighting, as defined in Section 10-50.70.050.B, and shall be subject to the standards applicable for such lighting, including but not limited to the lamp source, shielding standards, and total outdoor light output limits established in Section 10-50.70.050.C.

### 3. Neon Sign Standards

Neon sign lighting shall be treated as Class 3 (decorative) lighting and shall be included within the total outdoor light output limits of Section 10-50.70.050.C. Neon lighting extending beyond the area considered to be the sign area (as defined in this Division) shall comply with all provisions of Division 10-50.70 (Outdoor Lighting Standards).



Figure J. Neon Sign

**4. Single-Color LED Sign Standards**

Single-color LED signs shall be considered as internally illuminated signs, and shall not have their lumen output counted toward the total outdoor light output limits of Section 10-50.70.050.C. Any lighting extending beyond the area considered to be the sign area (as defined in this Division) shall be treated as Class 3 lighting and shall comply with the lumen limits of Section 10-50.70.050.C.

**5. Time Limitations**

All signs shall be turned off by 9:00 p.m. if located in Lighting Zone 1 and 11:00 p.m. if located in Lighting Zones 2 or 3, or when the business closes, whichever is later. Signs subject to time limitations are required to have functioning and properly adjusted automatic shut-off timers. See Division 10-90.50 (Lighting Zone Map) for lighting zones.

**D. Structure and Installation****1. Raceway Cabinets**

Raceway cabinets, where used as an element of building mounted signs, shall match the building color at the location of the building where the sign is located. Where a raceway cabinet provides a contrast background to sign copy, the colored area is counted in the aggregate sign area permitted for the site or business. Examples of raceway cabinets are shown in Figure K.



Figure K. Raceway Cabinets

**2. Support Elements**

Any angle iron, bracing, guy wires, or similar features used to support a sign shall not be visible.

**3. Electrical Service**

When electrical service is provided to freestanding signs or landscape wall signs, all such electrical service is required to be underground and concealed. Electrical service to building mounted signs, including conduit, housings, and wire, shall be concealed or, when necessary, painted to match the surface of the structure upon which they are

mounted. A Building Permit (electrical) shall be issued prior to installation of any new signs requiring electrical service.

4. **Limitation on Attachments and Secondary Uses**

All permitted sign structures and their associated landscape areas shall be kept free of supplemental attachments or secondary uses including, but not limited to, supplemental advertising signs not part of a permitted sign, light fixture, newspaper distribution rack, or trash container. The use of sign structures and associated landscape areas as bicycle racks or support structures for outdoor product display is prohibited.

5. **Durable Materials**

All permanent signs permitted by this Division shall be constructed of durable materials capable of withstanding continuous exposure to the elements and the conditions of an urban environment.

E. **Sign Maintenance**

It shall be unlawful for any owner of record, lessor, lessee, manager, agent, or other person having lawful possession or control over a building, structure, or parcel of land to fail to maintain the property and all signs in compliance with the Zoning Code. Failure to maintain a sign constitutes a violation of this Division, and shall be subject to enforcement action in compliance with the provisions of Division 10-20.110 (Enforcement).

1. **Maintenance**

All signs, whether or not in existence prior to adoption of this Division, shall be maintained. Maintenance of a sign shall include periodic cleaning, replacement of flickering, burned out or broken light bulbs or fixtures, repair or replacement of any faded, peeled, cracked, or otherwise damaged or broken parts of a sign, and any other activity necessary to restore the sign so that it continues to comply with the requirements and contents of the sign permit issued for its installation and provisions of this Division.

2. **Landscape Maintenance**

Required landscaped areas contained by a fixed border, curbed area, or other perimeter structure shall receive regular repair and maintenance. Plant materials that do not survive after installation in required landscape areas are required to be replaced within six months of the plant's demise or within the next planting season, whichever event comes first.

3. **Removal of Unused Sign Support Structures**

Any vacant and/or unused sign support structures, angle irons, sign poles, or other remnants of old signs which are not currently in use, or proposed for immediate reuse evidenced by a Sign Permit application for a permitted sign, shall be removed.

4. **Obsolete Signs**

Sign structures permitted as on-premises business signs may remain in place after the business vacates the premises, provided the sign is left



non-illuminated and sign copy is removed within 30 days after the business vacates the premises. If an on-site use for the sign is not commenced within six months of the termination of the previous on-site use, the sign shall be deemed abandoned, and is subject to the provisions of Section 10-50.100.110 (Nonconforming Signs).

**5. Removal of Unsafe Sign Structures**

In addition to the remedies provided in Division 10-20.110 (Enforcement), the Director shall have the authority to order the repair, maintenance, or removal of any sign or sign structure which has become dilapidated or represents a hazard to safety, health, or public welfare. If such a condition is determined by the Director to exist, the Director shall give notice by certified mail to the sign owner at the address shown on the Sign Permit, unless more recent information is available. If, within 30 days from service of notice, compliance has not been achieved, the Director may cause the sign to be removed or repaired, and the cost of such removal or repair to be charged against the sign owner and/or the property owner.

**F. Sign Placement at Intersection**

Applicable requirements for the placement of signs at intersections are provided in the *Engineering Standards*, Section 10-06-020 (Intersection Sight Triangles, Clear View Zones).

---

**10-50.100.060 Permanent Signs**

Permanent signs shall comply with the sign area, height, number, type and other requirements of this Section and Table P (Standards for Permanent Signs), except as otherwise provided in Subsection C.5. Unless specifically indicated, Sign Permits are required for all permanent signs in accordance with Section 10-20.40.120 (Sign Permit - Permanent Sign Structures).

**A. Signs for Residential Uses in All Zones**

**1. Detached Single-Family Dwellings and Duplexes**

Building mounted signs and freestanding signs are for single-family dwellings and duplexes are allowed without a permit. The standards provided in the following tables shall apply:

- a. Table D (Standards for Building Mounted Signs);
- b. Table E (Additional Standards for Building Mounted Signs According to Use);
- c. Table H (Standards for Freestanding Signs); and,
- d. Table I (Additional Standards for Freestanding Signs According to Use).

2. **Single-Family Planned and Multi-Family Developments, Manufactured Home Parks, and Bed & Breakfasts**

Freestanding signs and landscape wall signs are permitted. The standards provided in the following tables shall apply:

- a. Table H (Standards for Freestanding Signs); and
- b. Table J (Standards for Landscape Wall Signs).

3. **Master Planned Community**

- a. Where the size and/or complexity of the Master Planned Community requires multiple signs, a list of all proposed signs shall be required as part of a comprehensive sign program in compliance with Section 10-50.100.090 (Comprehensive Sign Programs).
- b. Permanent Master Planned Community signs may be installed following completion of public improvements for such development. Other signs within a Master Planned Community may be permitted consistent with the zone in which the Master Planned Community is located and/or as part of an approved comprehensive sign program.
- c. Freestanding signs and landscape wall signs are permitted. The standards provided in the following tables shall apply:
  - (1) Table H (Standards for Freestanding Signs); and
  - (2) Table J (Standards for Landscape Wall Signs).

B. **Signs for Conditional and Institutional Uses in All Residential Zones**

Building mounted signs, freestanding signs, and landscape wall signs are permitted. The standards provided in the following tables shall apply:

- 1. Table D (Standards for Building Mounted Signs);
- 2. Table H (Standards for Freestanding Signs); and
- 3. Table J (Standards for Landscape Wall Signs).

C. **Signs for Non-Residential Uses in All Zones**

1. **Conditional and Institutional Uses in All Zones**

Signs for conditional and institutional uses located in commercial or industrial zones are permitted as specified in Table P (Standards for Permanent Signs) and this Section. Standards for temporary signs are provided in Section 10-50.100.070 (Temporary Signs).

## 2. Signs for Single-Tenant Buildings

### a. Freestanding Signs

Sign types are classified as "Type A" and "Type B" based on street designations established in the General Plan, and are used to determine the number of signs on a development site and their permitted size and height. Type A signs are associated with larger frontage sites located on major arterials, while Type B signs are generally smaller and shorter, and are associated with smaller sites and/or with frontages on minor arterials or smaller street types. Street classifications are mapped in the General Plan. The standards provided in the following tables shall apply.

(1) Table H (Standards for Freestanding Signs); and

(2) Table I (Additional Standards for Freestanding Signs According to Use).

### b. Building Mounted Signs

The standards provided in the following tables shall apply:

(1) Table D (Standards for Building Mounted Signs); and

(2) Table E (Additional Standards for Building Mounted Signs According to Use).

### c. Landscape Wall Sign

The standards provided in Table J (Standards for Landscape Wall Signs) shall apply.

### d. Comprehensive Sign Programs

A proposal for signs for a single tenant and/or multi-storied building or development where proposed signs contain elements exceeding the area, height, and/or number of signs specified in Table P (Standards for Permanent Signs), may be approved only in compliance with the provisions of Section 10-50.100.090 (Comprehensive Sign Programs), and the performance standards contained in Section 10-50.100.100 (Sign Design Performance Standards).

## 3. Signs for Multi-Tenant Buildings, Developments and Shopping Centers

### a. Comprehensive Sign Programs

A Comprehensive Sign Program as specified in Section 10-50.100.090 (Comprehensive Sign Programs), shall be required for all new or existing multi-tenant buildings and developments.

b. **Freestanding Signs**

Sign types are classified as "Type A" and "Type B", and are associated with different frontage lengths under consideration. Sign types are also combined with identified street classifications in Table P (Standards for Permanent Signs) to determine the permitted sign size and height. Street classifications are mapped in the General Plan. The standards provided in the following tables shall apply:

- (1) Table H (Standards for Freestanding Signs); and
- (2) Table I (Additional Standards for Freestanding Signs According to Use).

c. **Building Mounted Signs**

The standards provided in the following tables shall apply:

- (1) Table D (Standards for Building Mounted Signs); and
- (2) Table E (Additional Standards for Building Mounted Signs According to Use).

d. **Landscape Wall Sign**

The standards provided in Table J (Standards for Landscape Wall Signs) shall apply.

e. **Development on Separate Parcels/Detached Buildings**

The requirements for signs on separate parcels or detached buildings within a multi-tenant development or shopping center shall be determined as part of a comprehensive sign program for the project. Building mounted signs and freestanding signs are permitted. The standards provided in the following tables shall apply:

- (1) Table D (Standards for Building Mounted Signs);
- (2) Table E (Additional Standards for Building Mounted Signs According to Use);
- (3) Table H (Standards for Freestanding Signs); and
- (4) Table I (Additional Standards for Freestanding Signs According to Use).

f. **Planning Commission Review**

Freestanding multi-tenant building or center identification signs included as part of a required comprehensive sign program and containing elements which exceed the permitted height and/or area for signs may be approved upon review by the Planning Commission in compliance with Section 10-50.100.090 (Comprehensive Sign Programs) and the performance standards contained in Section 10-50.100.100 (Sign Design Performance Standards).

**4. Hotel and Motel Room Rate Signs**

Signs for hotels and motels that post room rates on an outdoor advertising sign shall comply with the requirements of City Code Chapter 3-04 (Motels and Hotels).

**5. Standards for Specific Sign Types**

- a. All signs shall comply with the following standards. Each sign type listed in this Section shall be included in the calculation of the total sign area allowed on a parcel or development site by this Section, except as explicitly provided otherwise in this Subsection. Each sign shall also comply with the sign area, height, and other requirements of Section 10-50.100.050 (General Requirements for All Signs), and all other applicable provisions of this Division. Any non-commercial message may be substituted for the sign copy on any commercial sign allowed by this Division.
- b. Table A (Appropriate Placement of Sign Types) provides a recommendation on the placement of specific sign types based on whether the sign is proposed in a walkable urban environment or drivable suburban environment as further defined and explained in the Preamble to this Zoning Code.

**Table 10-50.100.060.A: Appropriate Placement of Sign Types**

Specific Sign Type	Walkable Urban Environment	Drivable Suburban Environment
<b>Permanent Signs</b>		
Accessory Sign	Inappropriate	Appropriate
Awning/Canopy Sign	Appropriate	Appropriate
Building Mounted Sign	Appropriate	Appropriate
Changeable Copy Sign	Appropriate	Appropriate
Directory Sign	Appropriate	Appropriate
Freestanding Sign	Inappropriate	Appropriate
Landscape Wall Sign	Inappropriate	Appropriate
Projecting Sign	Appropriate	Appropriate
Roof Mounted Sign	Inappropriate	Appropriate
Service Island Sign	Inappropriate	Appropriate
Suspended Sign	Appropriate	Appropriate
Window Sign	Appropriate	Appropriate
<b>Temporary Signs</b>		
Temporary Window Sign	Appropriate	Appropriate
Temporary Business Sign – Wall Banner	Appropriate	Appropriate
Temporary Business Sign – A-Frame	Inappropriate, even if private frontage is available	Appropriate if a wall banner is not an option
Temporary Business Sign – Vertical Banner	Inappropriate, even if private frontage is available	Appropriate if a wall banner is not an option
Sign Walker	Permissible	Permissible

**End Notes**

“Appropriate” means the sign type is best located within the environment type defined in this table, rather than the alternate environment type.

“Inappropriate” means the sign type may be located within the environment type defined in this table, but that it is still nonetheless preferred that it be rather placed within the alternate environment type.

“Permissible” means that these sign types are allowed with no limitations.

- c. The following sign types are permitted, subject to the criteria listed under each sign type.

(1) **Accessory Sign**

- (a) Accessory signs are permitted as part of a comprehensive sign program only, and are exempted from the aggregate area limits permitted for each use.
- (b) The standards provided in Table B (Standards for Accessory Signs) shall apply.

<b>Table 10-50.100.060.B: Standards for Accessory Signs</b>		
	<b>Standard</b>	<b>Other Requirements</b>
Sign Area	3 sq. ft. per face.	May be double-sided.
Mounting Height – Building Mounted Sign	Max. 8 feet.	Flat against a wall of the building.
Mounting Height – Freestanding Sign	Max. 3 feet from grade.	
Number of Signs	Max. 1 at each location or access way.	
Illumination	Internal illumination only.	May also be non-illuminated.
Permitting	Sign Permit is required.	



Figure A. Accessory Sign

## (2) Awning/Canopy Sign

- (a) Awning/Canopy Signs are not permitted in residential zones.
- (b) The standards provided in Table C (Standards for Awning/Canopy Signs) shall apply.

**Table 10-50.100.060.C: Standards for Awning/Canopy Signs**

	Standard	Other Requirements
Sign Area – (Copy, including logo)	1 sq. ft. of sign area per lineal foot of awning or canopy width.	Max. of 40% of an awning on which signage is proposed may be of an angle greater than 60° from horizontal.
Mounting Height	Max. 25 feet on ground floor awnings/canopies.	
Sign Placement	<p>Only on the ground floor of a multistoried building.</p> <p>Shall not project above, below or beyond the edges of the face of the building wall or architectural element on which it is located.</p> <p>No part of the sign, as a part of, or displayed on the vertical surface of an awning/canopy, shall project beyond the edges of the awning/canopy surface on which it is displayed.</p> <p>Shall not extend horizontally a distance greater than 60% of the width of the awning/ canopy face or valance on which it is displayed<sup>1</sup>.</p>	
Illumination	If sign letters or logos are placed on an awning/canopy, only the face area containing the letters or logos may be illuminated. All illumination must be internal behind the surface of the awning/canopy. May also be non-illuminated.	
Permitting	Sign Permit is required.	

**End Notes**

<sup>1</sup>If an Awning/Canopy is placed on multiple store fronts, each business is permitted signage no greater than 60 percent of the store width or tenant space.





Figure B. Awning/Canopy Sign

### (3) Building Mounted Sign

- (a) The permitted area of building mounted signs is derived from the use and zone where the sign is proposed to be located, in compliance with Table P (Standards for Permanent Signs).
- (b) Building mounted signs are permitted on the specific business identified, and are not transferable in whole or in part from one building frontage to another, nor from one occupancy to another. Where two or more businesses are served by a single common entrance, they are considered one business for sign computation purposes. Signs for businesses operating on a floor above or below ground level are permitted adjacent to the sidewalk level entrance or access, subject to the common entrance provision, if applicable.
- (c) No building mounted sign shall extend above or below the wall, parapet, or fascia upon which it is placed, nor shall a sign be installed within 12 inches of the top of a building or parapet wall. Signs mounted on the lower portion of a mansard roof with a slope exceeding 45 degrees from horizontal are permitted, provided the sign does not project above the top of the roof feature on which it is placed. No sign is permitted which breaks the silhouette of the building on which it is located.

- (d) The standards provided in Table D (Standards for Building Mounted Signs) and Table E (Additional Standards for Building Mounted Signs According to Use) shall apply.

<b>Table 10-50.100.060.D: Standards for Building Mounted Signs</b>	
	<b>Standard</b>
	<b>Building Mounted, Awning, Roof Mounted, Service Island and Suspended Signs</b>
Sign Area	See this Section and Table P (Standards for Permanent Signs).
Mounting Height	See Table P (Standards for Permanent Signs).
Sign Placement	Sign shall project max. of 24 inches from the building wall. Shall extend horizontally a max. of 60% of the width of the building wall on which it is displayed <sup>1</sup> . If vertically placed on a mansard roof, structural supports shall be minimized, and secondary supports (angle irons, guy wires, braces) shall be enclosed/ hidden from view.
Single Business with one Frontage – Increased Sign Area	Additional sign area permitted if the owner forgoes display of a freestanding sign permitted for the site, to a max. of 1 ½ sq. ft. per linear foot of building frontage, to a max. sign area of 100 sq. ft. <sup>2,3</sup>
Single Business with two or more Frontages - Increased Sign Area	Additional sign area permitted for one or both building mounted signs if the owner forgoes display of one or both freestanding signs permitted for the site, to a max. of 1 ½ sq. ft. per linear foot of building frontage along each street where no freestanding sign will be displayed, up to a max. sign area of 100 sq. ft. per building frontage. <sup>2,3</sup>
Additional Increases in Sign area	Additional sign area may be sought under Section 10-50.100.100 (Sign Design Performance Standards), but is limited to a max. sign area of 100 sq. ft.
Aggregate Sign Area	Max. sign area for businesses with multiple frontages, and for all building elevations for a single business is 200 sq. ft., subject to the provisions of this Section.
Sign for Non-Customer Service Entry	Max. 1 non-illuminated building mounted sign; max. 6 sq. ft. in area; located adjacent to the entry.
Number of Signs	See Table P (Standards for Permanent Signs).
Illumination	Permitted - See Section 10-50.100.050.C.
Additional Standards	See Subsection C.5 for additional standards applicable to all building mounted signs. No building mounted sign permitted by this Section shall exceed the size and/or height limit set forth in Table P (Standards for Permanent Signs), except as provided in this Division.
Permitting	Sign Permit is required.

<b>Table 10-50.100.060.E: Additional Standards for Building Mounted Signs According to Use</b>	
<b>Use</b>	<b>Standard</b>
	<b>Building Mounted, Awning, Roof Mounted, Service Island and Suspended Signs</b>
<b>Detached Single-Family Dwellings and Duplexes</b>	
Illumination	Not Allowed.
Permitting	No Sign Permit is required.
<b>Single-Tenant Buildings</b>	
Sign Area for Businesses with Frontage on 2 or more Streets	<p>Primary Entrance Frontage: Max. of 1 sq. ft. for each linear foot of building frontage along the street where the building has frontage, to a max. sign area of 100 sq. ft. Up to 33% of the primary entrance frontage sign may be applied to a sign located within the first third of a building elevation not facing a street measured from the building corner closest to the street.</p> <p>Auxiliary Building Elevations: Max. of 1/2 sq. ft. for each linear foot of building frontage along the street where the building has frontage, to a max. sign area of 80 sq. ft. Up to 33% of the auxiliary building elevation sign may be applied to a sign located within the first third of a building elevation not facing a street measured from the building corner closest to the street.</p>
<b>Multi-Tenant Buildings, Developments and Shopping Centers</b>	
Sign Placement	Only on the primary entrance elevation of the space occupied by the business.
Sign Area for Businesses with Auxiliary Building Elevations on 2 or more Streets	<p>Primary entrance frontage: Max. of 1 1/2 sq. ft. for each linear foot of building frontage of the primary entrance location of each business, to a max. sign area of 150 sq. ft. per business. Up to 25% of the primary entrance frontage sign may be applied to a sign located within the first third of a building elevation not facing a street measured from the building corner closest to the street.</p> <p>Auxiliary building elevations: Max. of 1/2 sq. ft. for each linear foot of building frontage where the individual business has frontage, to a max. sign area of 80 sq. ft. Up to 25% of the auxiliary building elevation sign may be applied to a sign located within the first third of a building elevation not facing a street measured from the building corner closest to the street.</p>
2 or more Businesses Served by a Single Common Building Entrance	Considered 1 business for sign computation purposes; max. of 1 1/2 sq. ft. for each linear foot of building frontage of the entrance.

**Separate Parcels or Detached Buildings  
within a Multi-Tenant Development or  
Shopping Center**

Sign Area	Max. of 1 sq. ft. for each linear foot of building frontage of the primary entrance elevation of each business, to a max. sign area of 100 sq. ft.
Sign Area for Businesses with Auxiliary Building Elevations on 2 or more Streets	<p>Primary entrance frontage: Max. of 1 sq. ft. for each linear foot of building frontage of the primary entrance elevation, to a max. sign area of 100 sq. ft. Up to 33% of the primary entrance frontage sign may be applied to a sign located within the first third of a building elevation not facing a street measured from the building corner closest to the street.</p> <p>Auxiliary building elevations: Max. of 1/2 sq. ft. for each linear foot of building frontage where the business has frontage, to a max. sign area of 80 sq. ft. Up to 33% of the auxiliary building elevation sign may be applied to a sign located within the first third of a building elevation not facing a street measured from the building corner closest to the street.</p>

**End Notes**

<sup>1</sup>Buildings containing multiple occupancies are permitted building mounted signs for individual tenants, however, such signs shall not extend horizontally a distance greater than 60 percent of the width of the building wall designated for such specific occupancy.

<sup>2</sup>Requests to use this provision are reviewed under the normal Sign Permit application procedure, in accordance with Section 10-20.40.120 (Sign Permit - Permanent Sign Structures).

<sup>3</sup>A permit issued under this Section requires a release of rights to a freestanding sign for the duration of use of a larger building mounted sign, evidenced by a recordable form of acceptance signed by the property owner.

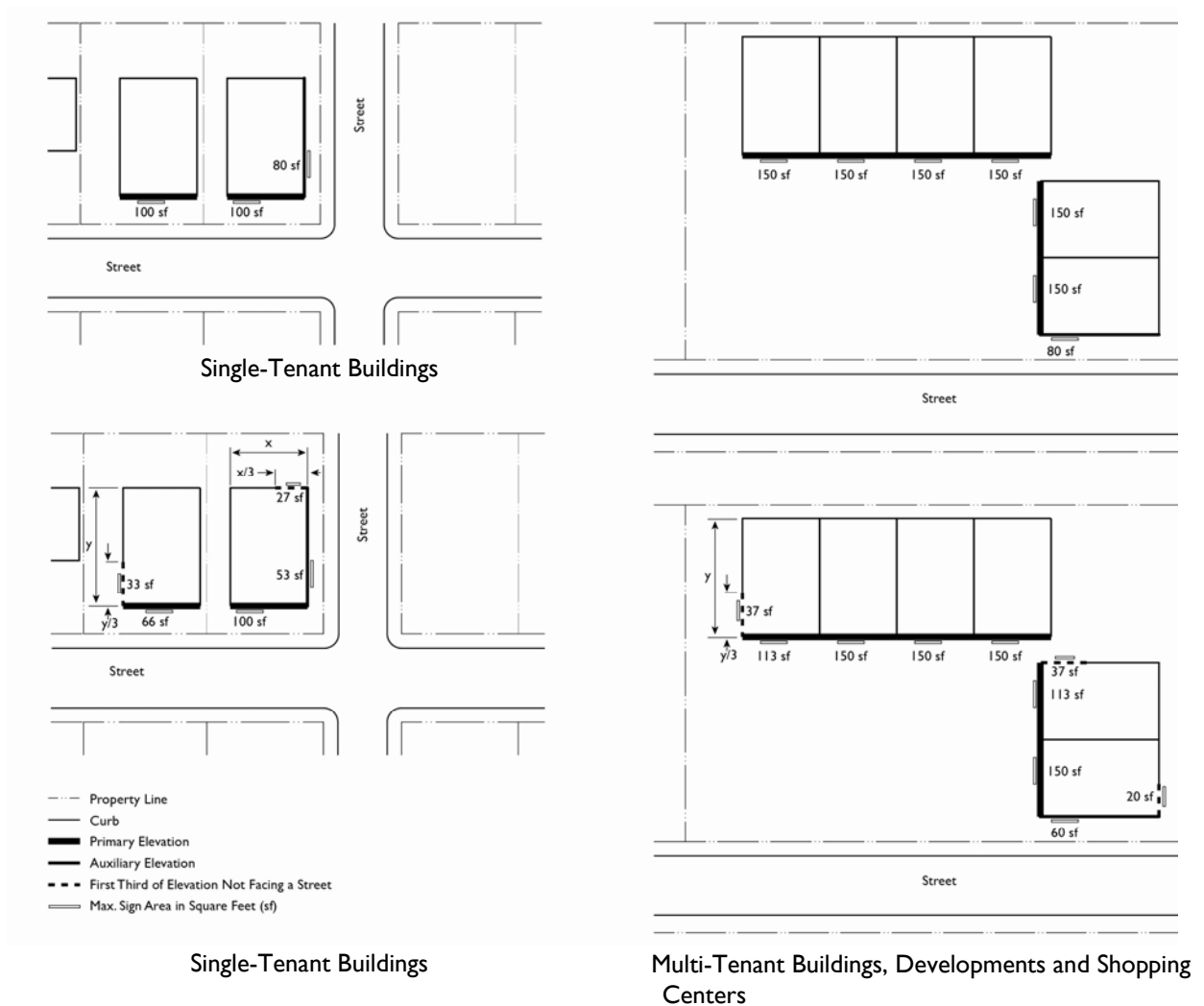


Figure C. Standards for Building Mounted Signs



Figure D. Standards for Building Mounted Signs

**(4) Changeable Copy Sign**

The standards provided in Table F (Standards for Changeable Copy Signs) shall apply.

**Table 10-50.100.060.F: Standards for Changeable Copy Signs**

Standard	
Sign Area	Max. of 20% of the permitted sign face area (does not apply to signs required by law).
Sign Placement	Permitted only as an integral part of a building mounted sign or a freestanding sign.
Illumination	Permitted - See Section 10-50.100.050.C.
Permitting	Sign Permit is required.



Figure E. Changeable Copy Sign

**(5) Directory Sign**

The standards provided in Table G (Standards for Directory Signs) shall apply.

**Table 10-50.100.060.G: Standards for Directory Signs**

	<b>Standard</b>	<b>Other Requirements</b>
Sign Area	Max. 16 sq. ft. (area not included in aggregate sign area if sign is not conspicuous from the public right-of-way).	
Mounting Height	If freestanding, max. 6 feet.	
Sign Placement	May be building mounted or mounted on a low profile freestanding sign structure.	May be placed at points nearest the pedestrian entrances to the businesses within a multi-tenant development, and/or within pedestrian oriented open spaces.
Illumination	Non-illuminated, internally illuminated, or indirectly illuminated. See Section 10-50.100.050.C.	
Permitting	Sign Permit is required.	

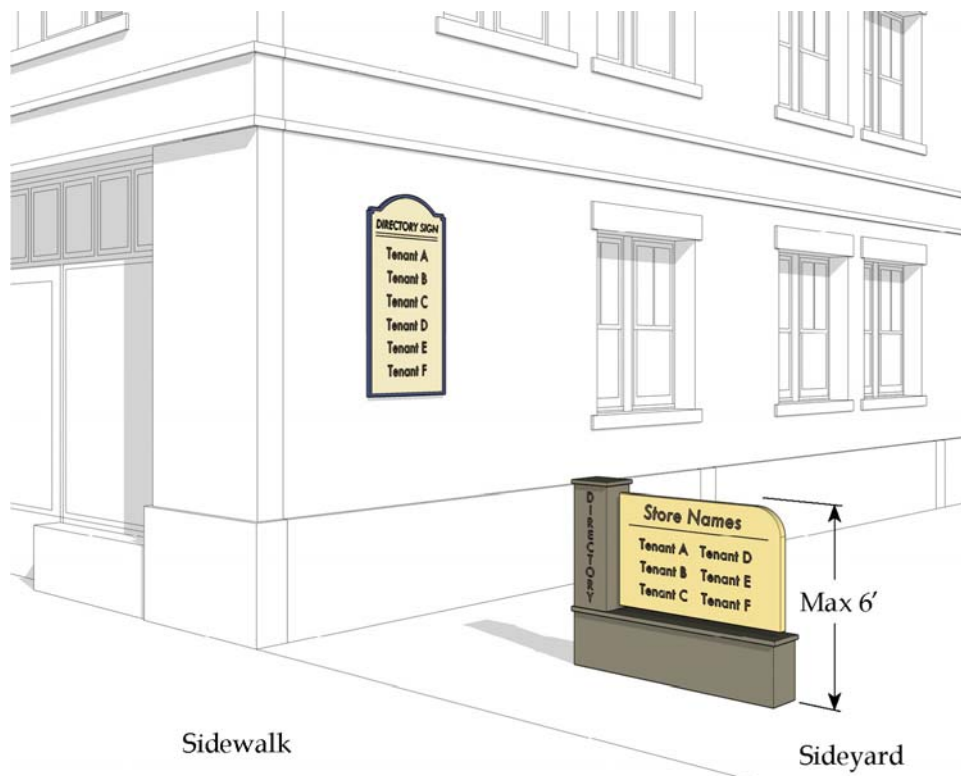


Figure F. Directory Sign

#### (6) Freestanding Sign

- (a) The number and type of freestanding signs for single and multiple tenant uses are derived from the use, zone, location, and length of development site frontage as outlined in this Section and Table P (Standards for Permanent Signs).
- (b) A freestanding sign may consist of more than one sign panel provided all such sign panels are consolidated into one common integrated sign structure. In the event a sign is installed that does not utilize the maximum sign area permitted, any supplemental additions shall comply with, and be compatible with, the existing sign structure.
- (c) The standards provided in Table H (Standards for Freestanding Signs) and Table I (Additional Standards for Freestanding Signs According to Use) shall apply.



Table 10-50.100.060.H: Standards for Freestanding Signs		
	Standard	Other Requirements
Sign Area	See this Section and Table P (Standards for Permanent Signs).	
Sign Height	See Table P (Standards for Permanent Signs). Sign structure may extend above allowed height and/or permitted horizontal dimension for the purpose of sign structure enhancement/ embellishment, limited to a max. of 12 inches on any side.	
Number of Signs <sup>1</sup>	1 for each development site frontage, in compliance with this Section and Table P (Standards for Permanent Signs).	Flag lot sites with frontage on a public street are permitted 1 sign on the frontage providing primary access to the site.
Sign Placement	The orientation of the sign is based upon the street from which the permitted sign is authorized in accordance with this Section and Table P (Standards for Permanent Signs).	When more than 1 freestanding sign is proposed on a site with multiple frontages, a min. of 60 linear feet shall separate each sign. The permanent sign base shall have a min. aggregate width of 40% of the width of the sign cabinet or face.
Setbacks <sup>2</sup>	Min. of 5 feet from the street side property line; min. of 15 feet from any interior side lot line; and min. of 30 feet from any residential district.	
Single Tenant Development Site with Corner Location <sup>3</sup> – Increased Sign Area	When only 1 freestanding sign is proposed where 2 are permitted, the sign face area may be increased to a max. of 35% over the largest freestanding sign permitted in Table P (Standards for Permanent Signs). Requests to use this provision are reviewed under the Sign Permit application procedure, in accordance with Section 10-20.40.120 (Sign Permit - Permanent Sign Structures). <sup>4</sup>	
Additional Increases in Sign area	Additional increases in sign area sought under Section 10-50.100.100 (Sign Design Performance Standards) shall not exceed a max. area of 50% over the largest freestanding sign permitted in Table P (Standards for Permanent Signs).	
Landscaping	A landscaped area located around the base of the sign equal to 2 ½ sq. ft. for each 1 sq. ft. of sign area is required for all freestanding signs, consisting of shrubs, and/or perennial ground cover plants with a max. spacing of 3 feet on center. Where appropriate, required trees shall be planted in a manner which frames or accents the sign. See Division 10-50.60 (Landscaping Standards).	
Number of Signs	See Table P (Standards for Permanent Signs).	
Illumination	Permitted - See Section 10-50.100.050.C.	
Additional Standards	See Subsection C.5 for additional standards applicable to all freestanding signs. No freestanding sign permitted by this Section shall exceed the size and/or height limit set forth in Table P (Standards for Permanent Signs), except as provided in this Division.	

Table 10-50.100.060.H: Standards for Freestanding Signs		
	Standard	Other Requirements
Permitting	Sign Permit is required.	

**End Notes**

<sup>1</sup>On a development site where more than one freestanding sign is permitted, allowances for such signs are not transferable in whole or in part, from one street frontage to another.

<sup>2</sup>If site design and/or specific circumstances of a site are such that setbacks may not be met, reductions to set back requirements may be requested and may be granted upon documentation that such need exists, provided that the horizontal distance between freestanding signs on adjacent lots must not be less than the height of the taller sign.

<sup>3</sup>A sign located at a corner is permitted in compliance with *Engineering Standards*, Section 10-06-020 (Intersection Sight Triangles, Clear View Zones).

<sup>4</sup>A permit issued under this Section requires a release of rights to additional freestanding signs for the duration of use of the single larger sign, evidenced by a recordable form of acceptance signed by the property owner.

Table 10-50.100.060.I: Additional Standards for Freestanding Signs According to Use		
Use	Standard	
Detached Single-Family Dwellings and Duplexes		
Illumination	Not Allowed.	
Permitting	No Sign Permit is required.	
Freestanding Signs for Single-Tenant and Multi-Tenant Buildings, Developments and Shopping Centers	Type A Freestanding	Type B Freestanding
	Number and Type of Signs	
	Determined by the length of the development site frontage. <sup>1</sup>	
	Street Type	Major arterials.
		Minor arterials or other streets.
	Frontage of 100 ft. or less	N/A
		Max. 1
	Frontage more than 100 ft. but less than 500 ft.	Max. 1 (or 1 type B sign)
Frontage more than 500 ft.	Max. 1 <sup>2</sup>	
	Max. 1 <sup>2</sup>	
Frontage more than 500 ft. and on a major arterial (Multi-Tenant Only)	Max. of 1 freestanding sign for each frontage which provides vehicular access to the site.	
Additional Standards	See Subsection C.5 for additional standards applicable to all freestanding signs. No freestanding sign permitted by this Section shall exceed the size and/or height limit set forth in Table P (Standards for Permanent Signs), except as provided in this Division.	
Separate Parcels, or Detached Buildings within a Multi-Tenant Development or Shopping Center		
	Standard	
Number of Signs	Max. 1 for entire development.	
Sign Area	Max. 24 sq. ft.	
Sign Height	Max. 6 feet.	

**End Notes**

<sup>1</sup>For development sites with frontage on more than 1 street, the signage for each street shall be determined by the length of each individual frontage of the site.

<sup>2</sup>One Type A and one Type B sign are permitted, provided the signs are separated by at least 200 feet, measured along a straight line on the frontage.

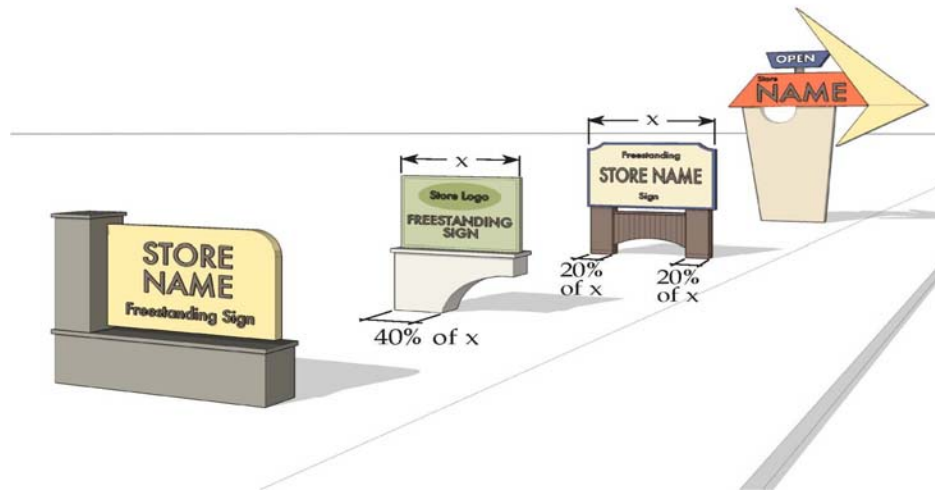


Figure G. Freestanding Sign

**(7) Landscape Wall Sign**

The standards provided in Table J (Standards for Landscape Wall Signs) shall apply.

**Table 10-50.100.060.J: Standards for Landscape Wall Signs**

Standard	
Sign Area <sup>1</sup>	Single-Tenant & Multi-Tenant Buildings, Developments & Shopping Centers - Max. 24 sq. ft. Master Planned Communities - Max. 36 sq. ft. Conditional and Institutional Uses in All Residential Zones - Max. 32 sq. ft. Landscape Wall Signs are included in the aggregate sign area for building mounted sign area for the use.
Height of Landscape Wall	Max. 5 feet. from grade.
Mounting Height	The sign copy shall be a min. of 6 inches from the top of the wall, and 12 inches above ground level. Signs shall not project above or beyond the top or edge of the landscape wall.
Number of Signs	Multiple signs are permitted to a maximum of 24 sq. ft., but sign(s) shall not exceed 40% of the background area provided on the landscape wall.
Sign Placement	Perimeter/screen walls and all signs located at a corner shall comply with <i>Engineering Standards</i> , Section 10-06-020 (Intersection Sight Triangles, Clear View Zones), unless the wall on which the sign is located is less than 30 inches in height.
Illumination	Permitted - See Section 10-50.100.050.C.
Permitting	Sign Permit is required.

**End Notes**

<sup>1</sup>The maximum sign area for Live/Work uses shall be limited to 12 square feet in area.

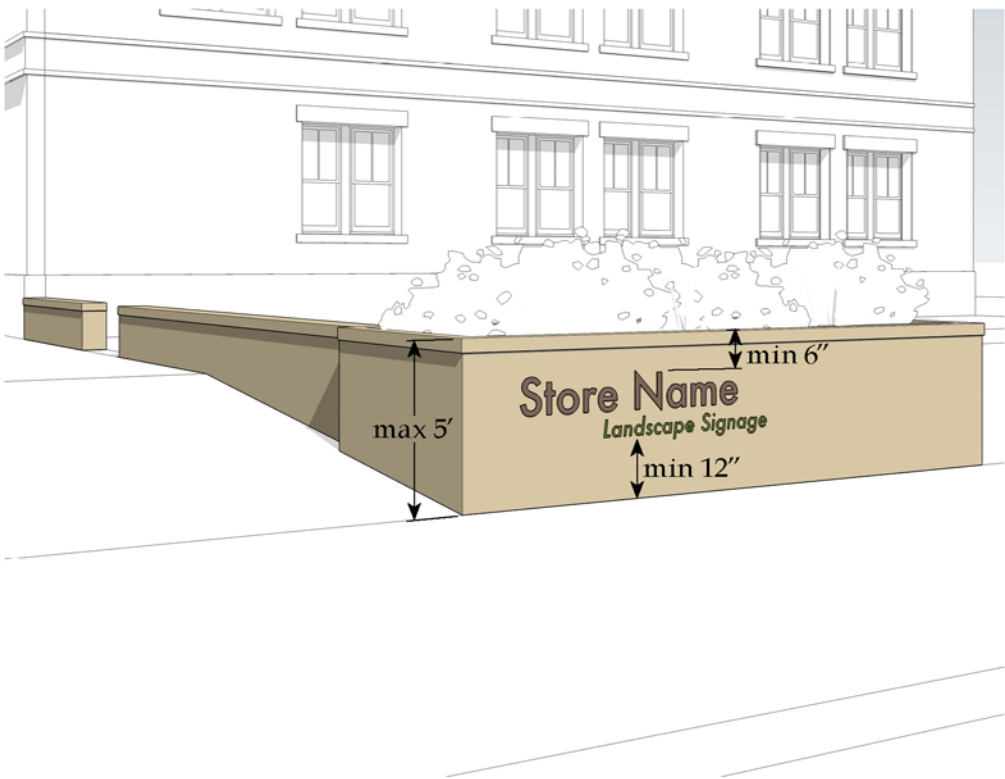


Figure H. Landscape Wall Sign

(8) **Projecting Sign**

The standards provided in Table K (Standards for Projecting Signs) shall apply.

Table 10-50.100.060.K: Standards for Projecting Signs	
Standard	
Sign Area	12 sq. ft. (included in the total aggregate sign area for building mounted sign area for each use or occupancy). No individual projecting sign shall exceed 12 sq. ft. in area.
Mounting Height	Min. of 8 feet from the bottom of the sign to the nearest grade or sidewalk.
Maximum Projection	Shall extend a max. of 4 feet from the building and be hung a min. of 6 inches away from the building.
Illumination	Non-illuminated or externally illuminated. Down directed, fully shielded fixtures only.
Permitting	Sign Permit is required (Projecting signs may only be permitted within multi-tenant developments and as part of a Comprehensive Sign Program – See Section 10-50.100.090).



Figure I. Projecting Sign

**(9) Roof Mounted Sign**

The standards provided in Table L (Standards for Roof Mounted Signs) shall apply.

Table 10-50.100.060.L: Standards for Roof Mounted Signs		
	Standard	Other Requirements
Sign Area	See this Section and Table P (Standards for Permanent Signs).	Such signs are included in the aggregate sign area for building mounted sign area for the use.
Mounting Height	Max. 25 feet from grade.	
Sign Placement <sup>1</sup>	Permitted on the slope of peaked/sloped roof buildings only, where no walls exist to accommodate a building mounted sign, and only on the lowest 1/3 of the slope of the peaked roof, such that the sign does not project above the roof peak or break the silhouette of the building as viewed from the front of the sign face.	
Number of Signs	See Table P (Standards for Permanent Signs).	
Illumination	Permitted - See Section 10-50.100.050.C.	
Permitting	Sign Permit is required.	

**End Notes**

<sup>1</sup>Roof mounted signs shall be installed so that the structural supports of the sign are minimized. Angle irons, guy wires, braces or other secondary supports shall appear to be an integral part of the roof or roof sign.

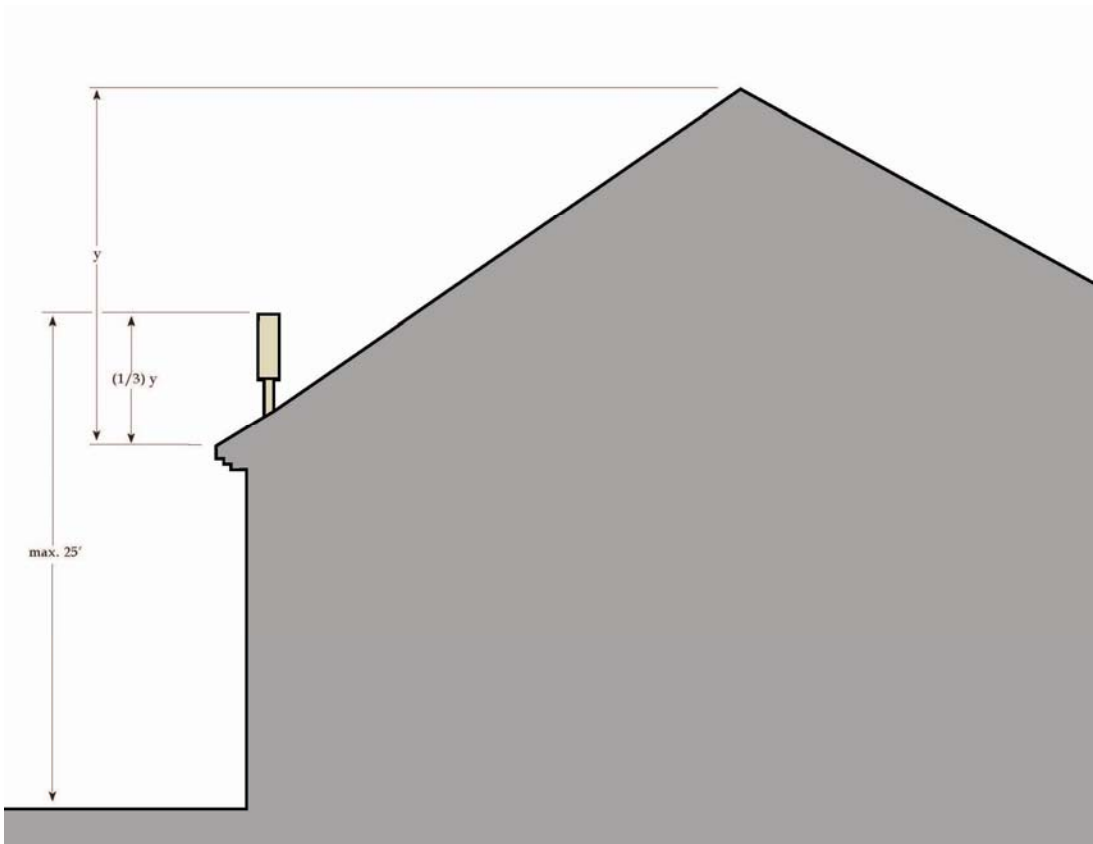


Figure J. Roof Mounted Sign

(10) **Service Island Sign**

The standards provided in Table M (Standards for Service Island Signs) shall apply.

Table 10-50.100.060.M: Standards for Service Island Signs	
Standard	
Sign Area	All types of service island signs are included in the aggregate sign area permitted for the use.
Illumination	Permitted - See Section 10-50.100.050.C.
Permitting	Sign Permit is required.

(11) **Suspended Sign**

The standards provided in Table N (Standards for Suspended Signs) shall apply.

**Table 10-50.100.060.N: Standards for Suspended Signs**

	<b>Standard</b>	<b>Other Requirements</b>
Sign Area	If less than 4 sq. ft., such signs are not included in the aggregate sign area for building mounted sign area for the use.	Signs exceeding 4 square feet in area are counted in the aggregate sign area permitted for the specific use or occupancy and shall reduce the allowable building mounted sign area for the wall from which the sign is displayed.
Sign Placement	On or immediately adjacent to the business the sign identifies.	Min. of 8 feet from the bottom of the sign to nearest grade/sidewalk. Sign shall not extend beyond the edge of the building façade or overhang on which it is placed.
Number of Signs	Max. 1.	
Illumination	Permitted - See Section 10-50.100.050.C.	
Permitting	Sign Permit is required.	





Figure K. Suspended Sign

**(12) Vehicle Sign**

Signs indicating the name of the owner or business that are permanently painted on or wrapped on the surface of the vehicle, adhesive vinyl film affixed to the interior or exterior surface of a vehicle window, or signs magnetically attached to motor vehicles or rolling stock that are actively used in the daily conduct of the business are allowed as on-premises business signs. Business vehicles shall be parked in an assigned parking space which is not immediately adjacent to a street frontage (See also Section 10-50.100.040.A.7).

**(13) Window Sign**

The standards provided in Table O (Standards for Permanent Window Signs) shall apply.

**Table 10-50.100.060.O: Standards for Permanent Window Signs**

	<b>Standard</b>	<b>Other Requirements</b>
Sign Area	Area of temporary and permanent window signs combined shall not exceed 25% of the area of the window on, or within which they are displayed.	Combined window coverage shall not exceed 25% of the area of any one window or 25% of the area of all windows combined. Signs constructed of perforated vinyl or painted on the window shall be included as part of the 25% area calculation.
Sign Placement	No higher than 1 <sup>st</sup> story windows.	Inside mounting preferred.
Illumination	Non-illuminated.	
Permitting	Sign Permit is required.	



Figure L. Window Sign

Table 10-50.100.060.P: Standards for Permanent Signs

Land Use	Building Mounted Signs			Freestanding Signs					
	Number of Signs	Max. Ht. (in ft.)	Max. Area (sq. ft.)	Number of Signs	Max. Ht. (in ft.)	Max. Ht. w/ Comp. Plan	Max. Area (in sq. ft.)	Max. Area w/ Comp. Plan	Min. Spacing (in ft.)
Detached Residential, Single Family/duplex (10-50.100.060.A.1)	1 Building or 1 Free-standing Sign	6	6	1 Building or 1 Freestanding Sign	3	N/A	6	N/A	N/A
Single-Family Planned/ Multi-Family Developments, Manufactured Home Parks, B&Bs (10-50.100.060.A.2)	1	6	2	1 Freestanding or 1 Landscape Wall Sign <sup>3</sup> per development site frontage	4	N/A	24	N/A	60
Master Planned Communities (10-50.100.060.A.3)	N/A	N/A	N/A	1 Freestanding or 1 Landscape Wall Sign <sup>3</sup> for each major vehicular entrance	8	N/A	36	N/A	N/A
Conditional or Institutional Use in any Zone (10-50.100.060.B or C.1 )	1	6	24 <sup>2</sup>	1 Freestanding or 1 Landscape Wall sign <sup>3</sup> per development site	4	N/A	32 <sup>2</sup>	N/A	60
Non-Residential Use in Commercial or Industrial Zone – Single Tenant Buildings, including live/work. (10-50.100.060.C.2)	Limited by max. sign area	25	1 sq. ft. to 1 linear ft. 100 sq. ft. max. <sup>2</sup>	Type A Sign 1	On major arterial <sup>1</sup>				60
					8	12	36 <sup>2</sup>	63	
					On minor arterial or other <sup>1</sup>				
				Type B Sign 1	6	9	24 <sup>2</sup>	42	
					On major arterial <sup>1</sup>				
					6	9	30 <sup>2</sup>	53	
					On minor arterial or other <sup>1</sup>				
					6	9	24 <sup>2</sup>	42	

**Table 10-50.100.060.P: Standards for Permanent Signs**

Land Use	Building Mounted Signs			Freestanding Signs					
	Number of Signs	Max. Ht. (in ft.)	Max. Area (sq. ft.)	Number of Signs	Max. Ht. (in ft.)	Max. Ht. w/ Comp. Plan	Max. Area (in sq. ft.)	Max. Area w/ Comp. Plan	Min. Spacing (in ft.)
Non-Residential Use in Commercial or Industrial Zone – Multi-Tenant Buildings, Developments, or Shopping Centers, including live/work. (10-50.100.060.C.3)	Limited by max. sign area	25	1 ½ sq. ft. to 1 linear ft. 150 sq. ft. max. <sup>2</sup>	Type A Sign I	On major arterial <sup>1</sup>				60
					8	12	36 <sup>2</sup>	63	
					On minor arterial or other <sup>1</sup>				
					6	9	24 <sup>2</sup>	42	
				Type B Sign I	On major arterial <sup>1</sup>				
					6	9	30 <sup>2</sup>	53	
					On minor arterial or other <sup>1</sup>				
					6	9	24 <sup>2</sup>	42	
Multi-Tenant Buildings, Developments, or Shopping Centers with >500 linear feet of Frontage on a major Arterial Street (10-50.100.060.C.3.b)	I	25	1½ sq. ft. to 1 linear ft. 150 sq. ft. max.	I/frontage which provides access	On major arterial <sup>1</sup>				60
					8	12	40	70	

**End Notes**<sup>1</sup> Street classifications are mapped in the General Plan.<sup>2</sup> The maximum sign area for Live/Work uses shall be limited to 12 square feet in area.<sup>3</sup> See Table J (Standards for Landscape Wall Signs).

---

**10-50.100.070 Temporary Signs**

---

**A. Purpose**

The Council finds that the proliferation of temporary signs is a distraction to the traveling public and creates aesthetic blight and litter that threatens the public's health, safety, and welfare. The purpose of these regulations is to limit the distractions to the traveling public and eliminate the aesthetic blight and litter caused by temporary signs by allowing temporary signs only in the time, place, and manner specified in this Section.

**B. General to All**

1. Temporary signs are allowed only in compliance with the provisions of this Section;
2. Temporary signs shall not be illuminated;
3. Temporary signs associated with events restricted to a City park or other City-owned or operated public property, including streets, vacant land, and parking lots, shall be reviewed and approved by the Recreation Services Section in compliance with the Special Event Permit Policy;
4. A temporary sign must be removed or replaced with a new sign within 60 days after it is installed or erected, or earlier as these regulations may require;
5. The following elements shall be prohibited on temporary signs:
  - a. Any form of illumination, including flashing, blinking, or rotating lights;
  - b. Animation;
  - c. Reflective materials; and
  - d. Attachments, including, but not limited to, balloons, ribbons, speakers, etc.
6. Temporary signs are not allowed on any City property except as specifically authorized and permitted by the City. This prohibition does not apply to temporary signs held by individuals and not affixed to or placed on City property, so long as the individual holding the sign is on property determined to be a traditional public forum and the individual is not blocking ingress or egress from buildings or creating a safety hazard by impeding travel on sidewalks, bike and vehicle lanes, and trails;
7. Temporary signs shall never be allowed within the traveling portion of the City's rights-of-way, including roadways, bicycle lanes, street shoulders, curbs, sidewalks, and trails; and

8. The Director may remove or cause to be removed any temporary or portable sign erected or displayed upon, or projecting into public property.

**C. Single-Family and Multi-family Residential Districts**

Temporary signs on the exterior of a structure or on the property are allowed in single-family residential zones in compliance with the following:

1. The sign is for an event, a permitted on-site business use, or a non-commercial purpose;
2. The sign is constructed of durable material;
3. The sign is no more than six feet in height, and no larger than eight square feet in single-family residential zones and no larger than 12 square feet in multi-family residential zones;
4. The sign is not illuminated;
5. A sign related to an event (including, but not limited to, a construction project, sale or lease of the property, or an election) is removed within 10 days after the event is finished or abandoned;
6. A sign related to a permitted on-site business use is removed within 10 days after the use ceases; and
7. Only one sign installed in compliance with the standards in Subsection C.3 above per street frontage is allowed.

**D. Commercial, Industrial, Transect Zones and Mixed-Use Districts**

Temporary signs on the exterior of a structure or on private property are allowed on property zoned commercial, industrial, transect zones, or mixed use zones in compliance with the following:

**1. Temporary Event Signs**

All temporary event signs shall comply with the standards provided in Table A (Standards for Temporary Event Signs).

**Table 10-50.100.070.A: Standards for Temporary Event Signs**

<b>Standard</b>	
Period of Use	All Temporary Event Signs shall be removed within 10 days following completion of the event
Sign Placement	Not in public right-of-way, street medians or FUTS trails.
Sign Height	Max. 6 feet.
Sign Area	Max. 16 sq. ft.
Number of Signs	Max. 1 per frontage.
Illumination	Non-illuminated.
Permitting	No permits required.

## 2. Temporary Directional Signs for Special Events, and Parks and Recreation Events

The standards provided in Table B (Standards for Temporary Directional Signs for Special Events, and Parks and Recreation Events) shall apply.

**Table 10-50.100.070.B: Standards for Temporary Directional Signs for Special Events, and Parks and Recreation Events**

<b>Standard</b>		<b>Other Requirements</b>
Area	Max. 6 sq. ft.	
Height	Max. 4 feet.	
Placement	Private property only. Only allowed 1 day prior to an event.	Not in public right-of-way or on public property. Shall not create a hazard for pedestrian or vehicular traffic.
Removal	Within 1 day after an event.	
Number of Signs	No limit.	
Illumination	No illumination permitted.	
Permitting	No Sign Permit required - reviewed as part of Special Event Permit.	

## 3. Temporary On-Premises Business Signs

Temporary signs related to an on-premises business use shall be allowed, subject to the following requirements and limitations:

### a. Temporary Business Signs

On-premises temporary business signs may be permitted subject to the following standards and regulations. A temporary sign permit is required for all temporary business signs except as otherwise noted in this Subsection. The applicable fee for a temporary sign permit is established in Appendix 2 (Planning Fee Schedule).

b. **Number of Temporary Business Signs**

No more than one of the following temporary business signs shall be displayed at any one time, and for no longer than the maximum time allowed for temporary business signs provided in Table G (Additional Standards for Temporary Business Signs).

c. **Types of Temporary Signs**

Wall banners are preferred as the best option for business owners desiring to place temporary business signs. Where the placement of a wall banner is not practical due to limited visibility from a public right-of-way or other constraints, either an A-frame sign or a vertical banner may be permitted as an alternative to the wall banner.

(1) **Temporary Wall Banners**

Temporary wall banners are permitted in all commercial and industrial zones in compliance with the standards provided in Table C (Standards for Temporary Wall Banners).

Table 10-50.100.070.C: Standards for Temporary Wall Banners		
	Standard	Other Requirements
Placement	Private property only.	Not in public right-of-way
Mounting	Attached to a primary structure only, and not to any part of a roof.	Secure attachment to building required.
Mounting Height	Max. 25 feet to top of sign.	
Area	Max. 24 sq. ft.	
Number of Signs	Max. 1 per business.	
Illumination	Non-illuminated.	
Permitting	Temporary Sign Permit required.	Wall banners shall not be used as permanent signs.
Design and construction	Professionally crafted.	





Figure A. Temporary Wall Banner

**(2) Temporary A-frame Signs**

Temporary A-frame signs shall comply with the standards provided in Table D (Standards for Temporary A-Frame Signs).

**Table 10-50.100.070.D: Standards for Temporary A-Frame Signs**

	<b>Standard</b>	<b>Other Requirements</b>
Placement	Private property only at the business location.	Not in public right-of-way.
Hours of use	Business hours only.	Removal at the close of business required.
Height	Max. 4 feet.	
Width	Max. 3 feet.	
Number of Signs	Max. 1 per business.	
Illumination	Non-illuminated.	
Permitting	Temporary Sign Permit required.	
Design and construction	See below.	

Construction and Maintenance. Temporary A-frame signs shall be:

- (a) Constructed of min.  $\frac{3}{4}$ -inch, high density exterior grade compressed wood or molded plastic;
- (b) Constructed with a protective, water resistant coating which are impervious to weather conditions;
- (c) Constructed with cut vinyl graphics and may contain zip tracks for changing of cut vinyl graphics;
- (d) Of sufficient weight and durability to withstand wind gusts, storms, etc.; and
- (e) Maintained in a professional manner free from chipping paint, cracks, gouges, and loss of letters, etc.

**(3) Temporary Vertical Banners**

Temporary vertical banners shall comply with the standards provided in Table E (Standards for Temporary Vertical Banners).



Figure B. Temporary Vertical Banner

**Table 10-50.100.070.E: Standards for Temporary Vertical Banners**

	<b>Standard</b>	<b>Other Requirements</b>
Placement	Private property only at the business location. Securely fastened to the ground.	Not in public right-of-way.
Mounting		Secure attachment to mounting pole required.
Hours of use	Business hours only.	Removal at the close of business required.
Height	Max. 10 feet.	Measured from grade to the top of the vertical banner.
Width	Max. 2 feet.	
Number of Signs	Max. 1 per business.	
Illumination	Non-illuminated.	
Permitting	Temporary Sign Permit required.	
Design and construction	Professionally crafted.	

**(4) Temporary Projecting Signs**

In the downtown and other areas of the City where buildings are located on the edge of the right-of-way and there is no private frontage area, in lieu of an A-frame sign or vertical banner being placed in the right-of-way, a temporary projecting sign may be mounted on a projecting pole attached perpendicular to the front wall of the building in which the advertized business is located in compliance with the standards provided in Table F (Standards for Temporary Projecting Signs).

**Table 10-50.100.070.F: Standards for Temporary Projecting Signs**

	<b>Standard</b>	<b>Other Requirements</b>
Placement	On the wall of the building where the business is located.	If the wall is made from bricks, block or natural stone, the base of the projecting pole shall only be fastened into the grout between the bricks or blocks.
Mounting height	Min. 8 feet to bottom of sign.	
Height of the sign	Max. 4 feet.	
Width of the sign	Max. 2 feet.	
Length of mounting pole	Max. 3 feet.	Secure attachment to mounting pole required.
Number of Signs	Max. 1 per business.	
Illumination	Non-illuminated.	

Permitting	Temporary Sign Permit required.
Design and construction	Professionally crafted.

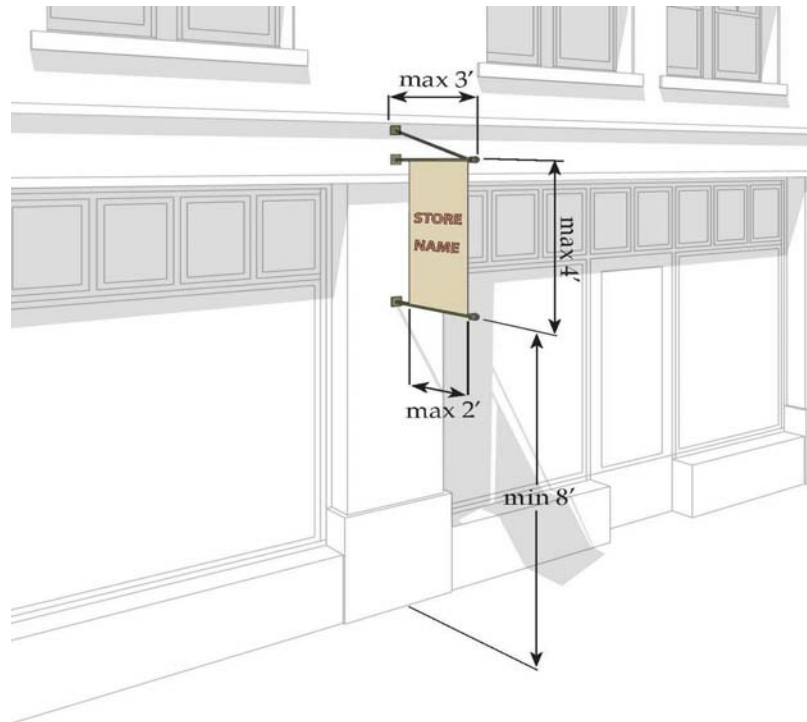


Figure C. Temporary Projecting Signs

(5) **Window Signs**

Temporary window signs (See also Figure K) are permitted subject to issuance of a Temporary Sign Permit, in accordance with Section 10-20.40.130 (Sign Permit - Temporary Signs), provided that the area occupied by temporary and permanent window signs combined shall not exceed the following limitations:

- (a) 25 percent of the area of one window;
- (b) 25 percent of the area of all windows combined; and
- (c) Temporary window signs constructed of perforated vinyl or painted directly on the window shall be included as a part of the 25 percent area calculation.

d. **Temporary Business Signs**

Temporary business signs shall comply with the additional requirements established in Table G (Additional Standards for Temporary Business Signs).

**Table 10-50.100.070.G: Additional Standards for Temporary Business Signs**

	<b>Maximum Duration</b>	<b>Other Requirements</b>
New Occupancy or Use Sign	45 consecutive days within the first 6 months of establishment of a new occupancy or use.	Max. 1 sign per business. May not be combined with a grand opening sign. Sign to be removed when permanent sign is installed.
Grand Opening Sign	30 consecutive days.	Max. 1 sign per business. May not be displayed at the same time as a new occupancy or use sign.
Promotional or Seasonal Sign	Any 60 days in a 1 year period.	
Going-Out-of-Business Sign	30 consecutive days.	Max. 1 sign per business. Sign to be removed when business finally closes.

e. **Signs for Approved Temporary Uses**

Signs displayed in connection with an approved temporary use shall comply with the standards provided in Table H (Standards for Approved Temporary Uses).

**Table 10-50.100.070.H: Standards for Approved Temporary Uses**

	<b>Standard</b>	<b>Other Requirements</b>
Sign Area	Max. 16 sq. ft.	
Placement	Only on the site for which the temporary use is authorized. Securely attached to a stationary structure, canopy, fence or vehicle associated with the temporary use.	Not in public right-of-way or on public property. Shall not create a hazard for pedestrian or vehicular traffic.
Duration	Duration of the authorized temporary use only.	
Removal	Within 1 day after event.	
Number of Signs	Max. 2	
Material	Rigid materials only.	Banners, balloons and pennants prohibited.
Illumination	No illumination permitted.	
Permitting	No Sign Permit required. Reviewed as a part of the Temporary Use Permit for the use.	

**4. Sign Walkers**

Sign walkers are allowed, subject to the following standards:

- a. Sign walkers shall only be allowed in commercial and industrial zones, and Transect Zones T5 and T6;
- b. Sign walkers shall be located a minimum of 30 feet from a street or driveway intersection measured from the back of the curb or edge of pavement if no curb exists, and shall not be located in any of the following locations:
  - (1) On any public property or within any public right-of-way;
  - (2) In parking aisles or stalls;
  - (3) In driving lanes;
  - (4) On fences, walls, boulders, planters, other signs, vehicles, utility facilities or any other structure;
  - (5) Within 30 feet from any other sign walker; or,
  - (6) In a manner that results in sign walkers physically interacting with motorists, pedestrians or bicyclists;
- c. Sign walkers shall only be located on private property on which the use, activity, business, sale, or advertising is being conducted, and with the property owner's or property manager's written approval;
- d. Sign walkers shall be limited to the hours of operation of the business they are advertising;
- e. Sign walker signs shall not exceed eight square feet in area, and shall not exceed eight feet in height when held or in place;
- f. Sign walker signs that include the following are prohibited:
  - (1) Any form of illumination, including flashing, blinking or rotating lights;
  - (2) Animation on the sign itself; and,
  - (3) Spinning, waving, throwing the sign in the air or any other such erratic movement intended to attract attention; and,
- g. No Sign Permit is required for sign walkers.

---

**10-50.100.080 Sign Districts of Special Designation**

---

**A. Flagstaff Central District****1. Purpose**

The additional sign regulations provided in this Section for the Flagstaff Central District Area of Special Designation are intended to recognize, preserve and promote the inherent and unique qualities of Flagstaff's historic downtown area of the City which is an integral part of the City's economic stability and growth. The area designated as the Flagstaff Central District encompasses those areas of the City characterized by narrow streets, smaller lots, and lot frontages, and buildings representative of the early development of Flagstaff.

**2. Applicability**

- a. The Flagstaff Central District is bounded by Columbus Avenue/Switzer Canyon Drive to the north, Butler Avenue to the south, Park Street to the west, and Elden Street to the east. The Flagstaff Central District is mapped on Map 10-90.40.040 (Flagstaff Central District) in Division 10-90.40 (Overlay Maps).
- b. The standards provided in this Section shall be applied in addition to the standards and requirements otherwise established in this Division.

**3. Permits**

All applications for Sign Permits for signs to be located in the Flagstaff Central District shall follow the sign permitting requirements and procedures established in Section 10-20.40.120 (Sign Permit - Permanent Sign Structures), except that signs to be located in the Flagstaff Central District shall also be reviewed for approval by the Historic Preservation Officer.

**4. Findings**

Signs proposed in the Flagstaff Central District shall be reviewed and approved based on application of the following findings to ensure that signs are:

- a. Representative of the character of the surrounding district and adjacent architecture, as well as of the building on which they appear, when considered in terms of scale, color, materials, lighting levels, and adjoining uses;
- b. In proper scale to and expressive of the business or activity for which they are displayed;
- c. Innovative in the use of unique two or three dimensional form, profile, and iconographic representation;

- d. Employ exceptional lighting design;
  - e. Represent exceptional graphic design, including the outstanding use of color, pattern, typography, and materials; and
  - f. Of high quality and durable materials appropriate to an urban setting.
5. **Design Standards**  
Signs within the Flagstaff Central District shall comply with the following standards:
- a. **Building Mounted Signs**  
The standards provided in Table A (Standards for Building Mounted Signs in Flagstaff Central District) shall apply.

**Table 10-50.100.080.A: Standards for Building Mounted Signs in Flagstaff Central District**

	Standard	Other Requirements
Sign Area	See Section 10-50.100.060 (Permanent Signs) and Table 10-50.100.060.P (Standards for Permanent Signs).	
Mounting Height	See Table 10-50.100.060.P (Standards for Permanent Signs).	
Sign Placement	No higher than the 2 <sup>nd</sup> story sill level, or on or above the cornice line of any building.	Sign copy on awnings on 2 <sup>nd</sup> story windows not permitted.
Number of Signs	Max. 2 signs per business frontage <sup>1</sup>	For businesses with 2 or more frontages, max. 3 signs <sup>1</sup>
Signs on Rear Entrances	Max. 6 sq. ft. in area and 8 feet in height	
Signs for Businesses Located in an Alley	1 sign at a ratio of 60% of the area permitted for a business of the same dimensions fronting a street. See (3) below for other options.	
2 or more Businesses Served by a Single Common Entrance	<p>Considered 1 business for sign computation purposes. Businesses on 2<sup>nd</sup> story or above are allowed a sign located adjacent to an entrance at sidewalk level.</p> <p>Signs for multiple businesses on 2<sup>nd</sup> story or above shall be adjacent to the sidewalk level doorway.</p>	
Illumination	See Section 10-50.100.050.C.	
Permitting	Sign Permit is required.	

**End Notes**

<sup>1</sup>Such signs shall utilize permitted sign area in compliance with the formula outlined in Section 10-50.100.060 (Permanent Signs)

- (1) Signs painted directly on the building when the wall surface already has been painted in a uniform manner are permitted. Signs proposed for previously unpainted rock or brick are not permitted, and heritage signs shall not be defaced or obscured.



(2) **Awning/ Canopy Signs**

Awning/canopy signs may be used in lieu of projecting signs, and may be used in coordination with flush building mounted signs. Such signs are subject to the provisions in Section 10-50.100.060.C.5.c.(2).



Figure A. Awning/Canopy Sign

(3) **Businesses Accessed Only from Alleys**

As an alternative to a building mounted sign allowed in Table A (Standards for Building Mounted Signs in Flagstaff Central District), above, businesses accessible only from an alley may be permitted one of the following sign types:

- (a) An off-premise building mounted sign, with a maximum size of 16 square feet in area and eight feet in height, in a location of closest proximity to the business(s) requesting such a sign; or



Figure B. Building Mounted Sign

(b) The standards provided in Table B (Standards for Projecting Signs for Businesses Accessible Only from Alleys in Flagstaff Central District) shall apply.

Table 10-50.100.080.B: Standards for Projecting Signs for Businesses Accessible Only from Alleys in the Flagstaff Central District	
Standard	
Sign Area	Max. 16 sq. ft.
Mounting Height	Min. of 8 feet from the bottom of the sign to the sidewalk, and mounted perpendicular to the building face or corner of the building.
Sign Placement	Shall extend a max. of 4 feet from the building and be hung a min. of 6 inches away from the building. Shall be placed in a location of closest proximity to the business.
Illumination	See Section 10-50.100.050.C.
Permitting	Sign Permit is required

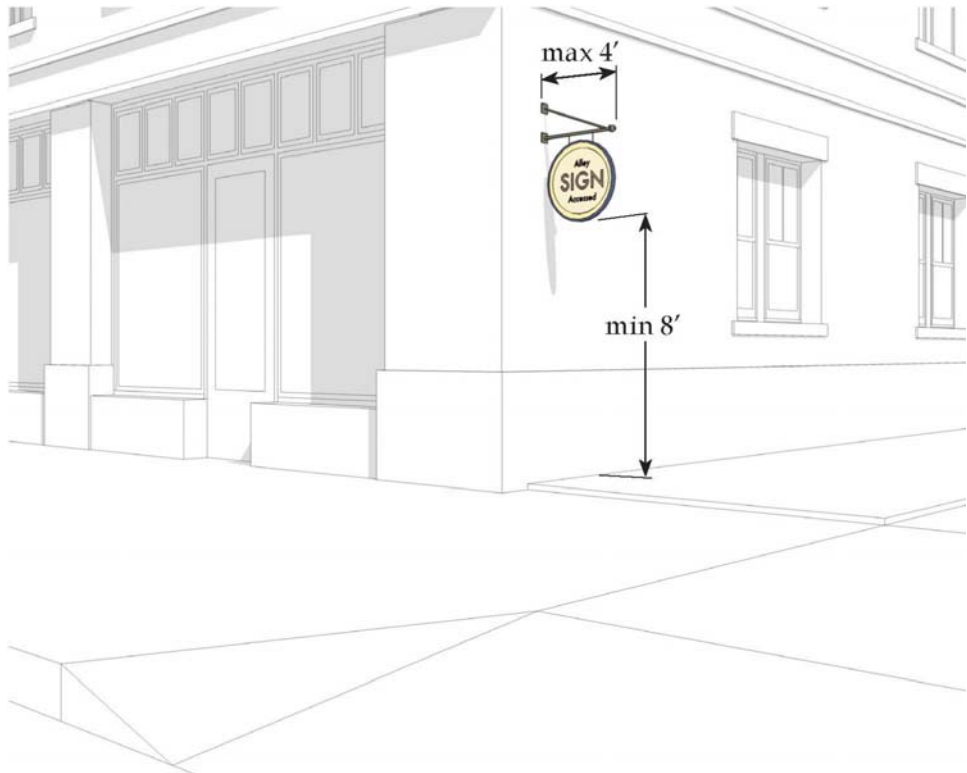


Figure C. Projecting Sign

**b. Freestanding Signs**

Two styles of freestanding signs are permitted within the Flagstaff Central District: either a low profile freestanding sign, or a freestanding suspended sign. In addition to all applicable standards found in Section 10-50.100.060 (Permanent Signs), the standards provided in Table C (Standards for Freestanding Signs in Flagstaff Central District) shall apply.

Table 10-50.100.080.C: Standards for Freestanding Signs in Flagstaff Central District			
	Standard		Other Requirements
	Area	Height	
Low Profile Freestanding Sign – Single Tenant Use	24 sq. ft.	6 feet	Shall be mounted on 2 poles placed at the outermost sides of the sign face, or on a low profile sign base.
Low Profile Freestanding Sign – Multiple Tenant Use	32 sq. ft.	8 feet	Shall be mounted on 2 poles placed at the outermost sides of the sign face, or on a low profile sign base.
Freestanding Suspended Sign	18 sq. ft.	10 feet to top of sign pole	Sign structure shall consist of a vertical pole and horizontal decorative sign support, and shall be constructed of wood or metal.
Number of Signs	1 sign permitted per business.		
Illumination	See Section 10-50.100.050.C.		Externally illuminated with down directed and shielded fixtures only.
Permitting	Sign Permit is required.		

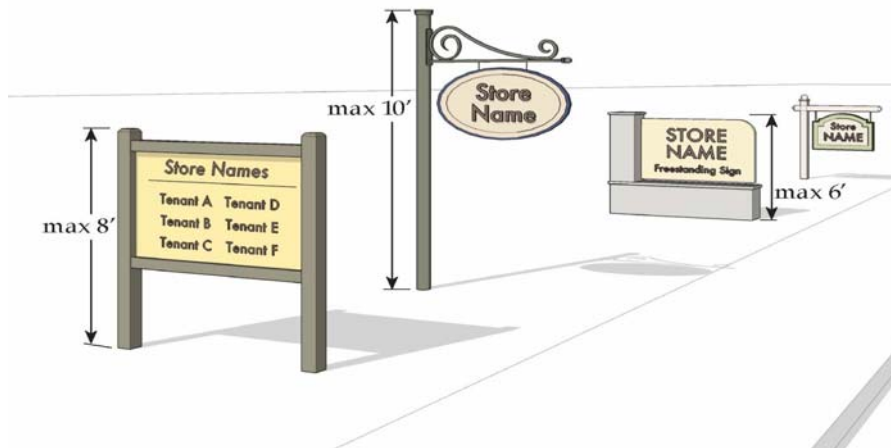


Figure D. Freestanding Sign

**B. Downtown Historic District****1. Purpose**

This Section establishes additional sign regulations for the Downtown Historic District. Refer to Division 10-30.30 (Heritage Preservation).

**2. Applicability**

- a. The Downtown Historic District applies to all properties located within the area bounded by the east side of Humphreys Street to the west side of Verde Street, and by the north side of Route 66 to the south side of Cherry Avenue, including portions of Flagstaff Townsite and Railroad Addition Subdivisions. The Downtown Historic District is mapped on Map 10-90.40.030 (Downtown Historic Design Review), in Division 10-90.40 (Overlay Maps).
- b. The standards provided in this Section shall be applied in addition to the standards and requirements otherwise established in this Division.

**3. Permits**

All applications for Sign Permits for signs to be located in the Downtown Historic District shall follow the sign permitting requirements and procedures established in Section 10-20.40.120 (Sign Permit - Permanent Sign Structures), except that the Heritage Preservation Commission or Heritage Preservation Officer shall also review the Sign Permit application following the procedures established in Division 10-30.30 (Heritage Preservation).

**4. Design Standards**

Signs within the Downtown Historic District shall also comply with the findings and standards established in Subsection A.4 and A.5 applicable to the Flagstaff Central District as well as the Development Design Standards and Guidelines for this district established in the *Design Handbook for Downtown Flagstaff* (1997).

**C. Reserved for Future Use****D. Flagstaff Auto Park District****1. Purpose**

The purpose of the Flagstaff Auto Park District Area of Special Designation is to recognize that the interior parcels of a large commercial center should be entitled to install the same kind of business signage as the perimeter parcels, and to promote the economic vitality and commercial viability of those businesses that do not have highway frontage.

## 2. Applicability

- a. The Flagstaff Auto Park District includes lots 1 through 13, a portion of Historic Route 66 between North Test Drive and US Highway 89, and City owned property on the southeast corner of the intersection of Historic Route 66 and US Highway 89. The Flagstaff Auto Park District Area of Special Designation is not to be confused with any other district which may be designated for special consideration within the City of Flagstaff.
- b. The special regulations for the Flagstaff Auto Park District apply only to an off-premise Auto Park identification sign located on the southeast corner of the intersection of Historic Route 66 and North Highway 89 and an Auto Park entrance sign to be located on Lot 8 at the northeast corner of the intersection of Test Drive and Historic Route 66. All other signs proposed on all lots and parcels within the Flagstaff Auto Park District shall comply with the applicable provisions of this Division.

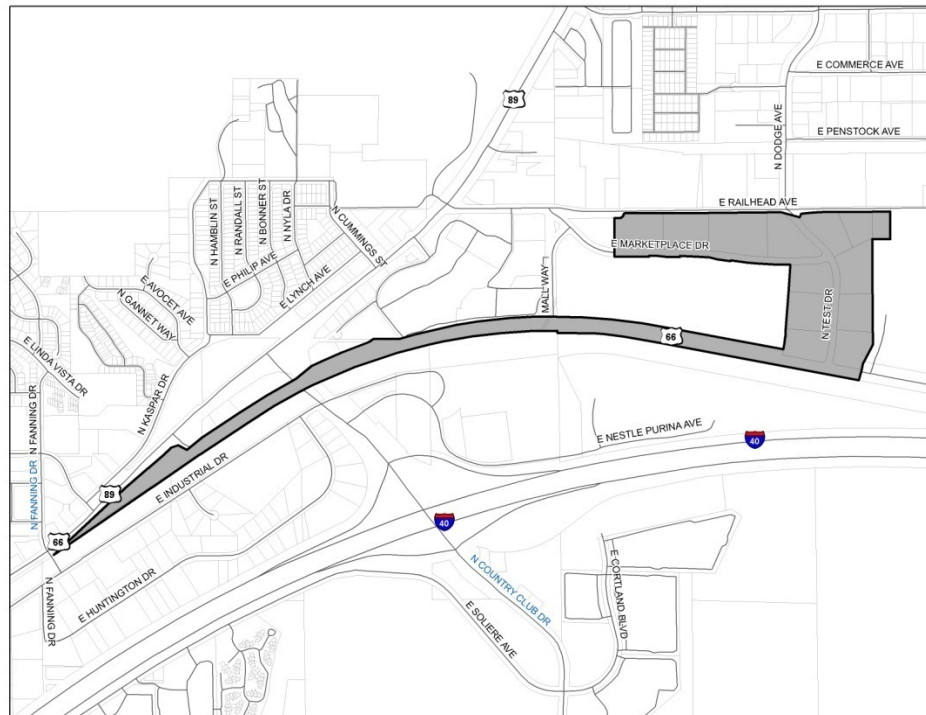


Figure E. Flagstaff Auto Park District

## 3. Permits

- a. Permits for signs in the Flagstaff Auto Park District Area of Special Designation may only be issued after a completed sign permit application (Refer to Section 10-20.40.120 (Sign Permit - Permanent Sign Structures) and Section 10-20.40.130 (Sign Permit - Temporary Signs)) has been reviewed by the Planning Director.

- b. The Planning Director may approve, conditionally approve or deny a sign proposal for the off-premise Auto Park identification sign or an Auto Park entrance sign in the Flagstaff Auto Park District, and shall only approve an application that complies with the Design Standards established in Subsection 4.

#### 4. Design Standards

##### a. Primary Flagstaff Auto Park District Identification Sign

The primary Flagstaff Auto Park District identification sign shall comply with the following standards. Refer also to Figure F.

##### (1) Overall Sign Dimensions

##### (a) Height

The maximum overall height of the sign shall be 22 feet and three inches measured from the highest finish grade at the base of the sign to the top of the sign. The maximum height of the sign body and base measured from the highest finish grade to the top of the sign body shall be nine feet.

##### (b) Diameter

The maximum diameter of the sign body (i.e. where the auto dealer logos will be placed) shall be 15 feet.

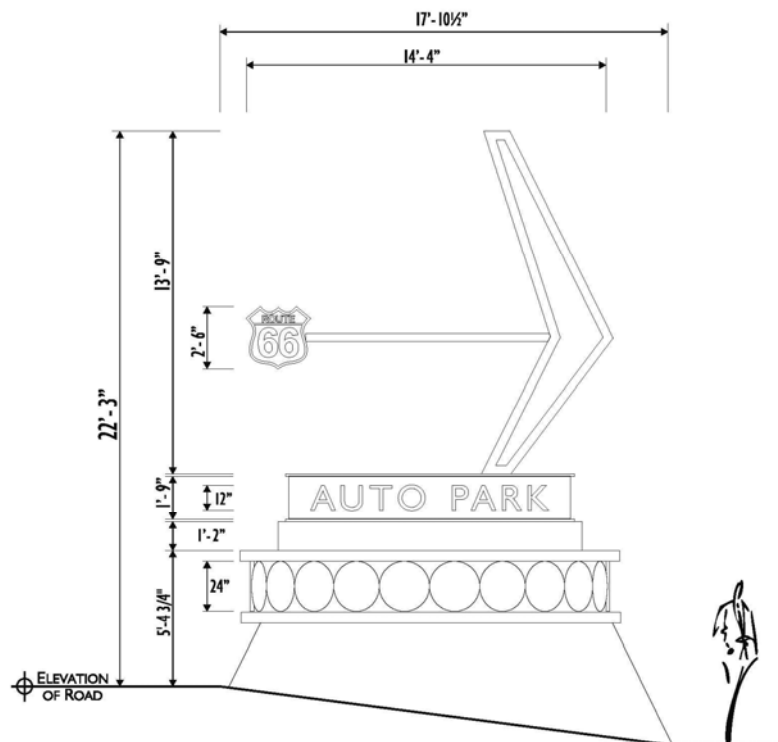


Figure F. Primary Flagstaff Auto Park District Identification Sign

## (2) Sign Materials and Standards

- (a) The sign base below where the auto dealer logos will be placed shall be constructed with natural stone or an authentic simulation of natural stone.
- (b) The sign copy identifying this sign for the Flagstaff Auto Park District shall be mounted without raceways.
- (c) Signs for individual auto dealers shall only be mounted on the sign body, and shall only include logos for those businesses, and not text.
- (d) The Flagstaff Auto Park District sign shall include a landscaped area located around the base of the sign equal to two and one-half square feet for each square foot of sign area and containing trees, shrubs and ground cover plants. Shrubs and ground covers shall have a spacing of not greater than three feet on center.

### b. Secondary Flagstaff Auto Park District Identification Sign

The secondary Flagstaff Auto Park District identification sign shall comply with the following standards. Refer also to Figure G.

#### (1) Overall Sign Dimensions

##### (a) Height

The maximum overall height of the sign (i.e. the sign body and base only) shall be nine feet measured from the highest finish grade at the base of the sign to the top of the sign.

##### (b) Diameter

The maximum diameter of the sign body (i.e. where the auto dealer logos will be placed) shall be 15 feet.

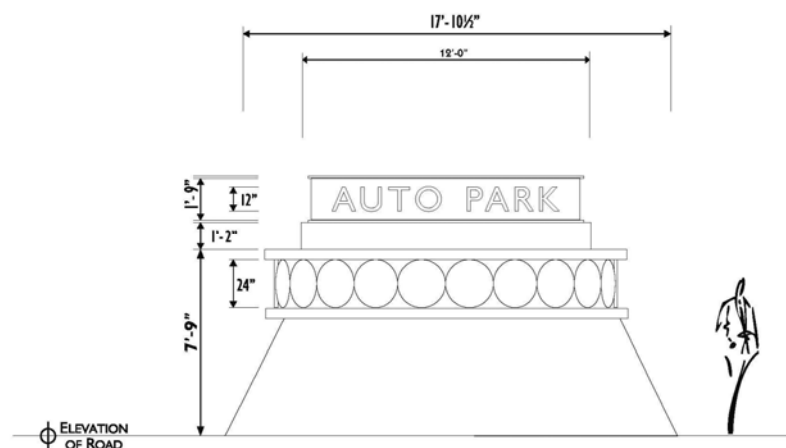


Figure G. Secondary Flagstaff Auto Park District Identification Sign



**(2) Sign Materials and Standards**

- (a) The sign base below where the auto dealer logos will be placed shall be constructed with natural stone or an authentic simulation of natural stone.
- (b) The sign copy identifying this sign for the Flagstaff Auto Park District shall be mounted without raceways.
- (c) Signs for individual auto dealers shall only be mounted on the sign body, and shall only include logos for those businesses, and not text.
- (d) The sign shall include a landscaped area located around the base of the sign equal to two and one-half square feet for each square foot of sign area and containing trees, shrubs and ground cover plants placed throughout the required landscape area. Shrubs and ground covers shall have a spacing of not greater than three feet on center.

**5. Sign Maintenance**

Signs shall be maintained in accordance with the provisions of Section 10-50.100.050.E.

---

**10-50.100.090 Comprehensive Sign Programs****A. Purpose**

- 1. The purpose of this Section is to provide a process to respond to special signage needs of proposed or existing non-residential uses, as well as to provide for sign design incentives that promote superior sign design, materials, and installation methods.
- 2. A Comprehensive Sign Program provides businesses with flexibility to develop innovative, creative and effective signage and to improve the aesthetics of the City. This program also provides an alternative to minimum standard signage subject to sign design performance standards.

**B. Applicability**

Comprehensive Sign Programs apply to proposed or existing non-residential uses as follows:

- 1. A Comprehensive Sign Program is required for:
  - a. All proposed non-residential single-tenant, multi-tenant, or multi-story developments and residential master planned communities; and
  - b. Existing non-residential multi-tenant uses, when:

- (1) A building addition and/or an increase of use is proposed in terms of gross floor area, seating capacity, or other units of measurement indicating an intensification of use of 25 percent or more; or
  - (2) An exterior structural remodeling of the building facade is proposed which affects signage.
2. A Comprehensive Sign Program may voluntarily be developed and maintained by the owner, applicant, or representative of any new or existing non-residential use, when the owner, applicant or representative seeks allowed adjustments under Section 10-50.100.100 (Sign Design Performance Standards). Any adjustments authorized under a Comprehensive Sign Program using the Sign Design Performance Standards apply to all building mounted signs and freestanding signs within the boundaries of the subject site.

#### **C. Review**

1. Applications for a Comprehensive Sign Program, including a Comprehensive Sign Program that utilizes the Sign Design Performance Standards provided in Section 10-50.100.100 (Sign Design Performance Standards), shall be reviewed by the Director.
2. All Comprehensive Sign Program submittals shall be reviewed for compliance with the requirements of this Division, and the Director shall either approve, conditionally approve, or deny the proposed Comprehensive Sign Program. Following approval by the Director, a copy of the approved Comprehensive Sign Program will be made available to the applicant. Individual signs for multi-tenant developments included within the approved Comprehensive Sign Program are subject to the issuance of separate Sign Permits in compliance with this Division. A Comprehensive Sign Program for a single-tenant development requires only one sign permit.

#### **D. Supplemental Provisions**

1. Modifications to an approved Comprehensive Sign Program may be requested in compliance with the procedures set forth in this Section.
2. No sign identified in this Section may be placed upon real property without the consent of the real property owner(s), who shall either sign and submit the application for a Comprehensive Sign Program or designate in writing an authorized representative.
3. A Comprehensive Sign Program may be implemented in phases.

**E. Submittal Requirements**

A complete application for Comprehensive Sign Program review and approval is required following, or in conjunction with, the approval of the required site plan for the development, and prior to issuance of a building permit. The application shall be signed by the property owner(s), and/or their authorized agent(s), if appropriate, of the property covered by the Comprehensive Sign Program, and shall include the following:

1. An accurate site plan of the overall development, including all parcels included within the multi-tenant development or master planned community, at a scale as determined by the Director;
2. The location(s) and sizes of existing and proposed buildings, parking lots, driveways, streets and landscaped areas of the development;
3. The size, location, height, color, lighting source, and orientation of all proposed signs for the development, with a computation of sign area for each sign type;
4. A complete set of standards, including but not limited to, letter size, style, colors, type(s), placement, and number of signs and sign material(s);
5. A narrative description of the development to demonstrate that the sign program meets the required findings and/or sign design standards;
6. Applicable non-refundable sign permit fee as provided in Appendix 2 (Planning Fee Schedule); and
7. Any other information deemed necessary to meet the findings noted above.

**F. Individual Signs Authorized by an Approved Comprehensive Sign Program**

Sign Permits are required for individual signs authorized by an approved Comprehensive Sign Program in compliance with Section 10-20.40.120 (Sign Permit - Permanent Sign Structures), provided:

1. The signs comply with all applicable conditions of the approved Comprehensive Sign Program;
2. Sign Permit applications are submitted within a time period specified as part of the conditions of the content or review of the Comprehensive Sign Program, where applicable; and
3. Sign Permit applications are submitted prior to any subsequent amendment to this Division which is more restrictive than provisions existing when the Comprehensive Sign Program was approved.

---

**10-50.100.100 Sign Design Performance Standards**

---

**A. Sign Design Elements**

Increases in the allowable area and/or height of certain types of signs may be approved to encourage permanent signs with design features that are preferred by the City and the community at large.

Preferred design features shall apply to either freestanding or building mounted signs and shall include the following, subject to Subsection B, below, and are in addition to the base maximum area and height limitations in Table 10-50.100.060.P (Standards for Permanent Signs). In addition, all signs located in multi-tenant centers are required to comply with the center's comprehensive sign program, if such plan has been approved by the City.

**1. Raised Letter Signs**

This standard encourages the use of individual lettered business and logo design, or where appropriate, signs containing copy, logo and/or decorative embellishments in relief on the face of the sign. Such improved sign design results in enhanced readability of sign copy and a positive image of a business or use. A sign area and/or height increase as established in Table A (Percentage Increases for Design Features Used) may be given for the use of sign designs which display either:

- a. Pan channel letters without raceways, or internal/indirect illuminated halo channel letters, on an unlit or otherwise indistinguishable background on a freestanding sign or building wall; or,



Figure A: Raised Letter Sign

- b. Where appropriate, carved signs with a three-dimensional textured surface that is integral to its design, such as extensively carved, routed and/or sandblasted signs containing the business name and/or logo.



Figure B. Carved Sign

2. **Simplified Letter and/or Logo Copy**

The purpose of this standard is to encourage easily recognizable business identification while simplifying the appearance of the city streetscape. A sign area and/or height increase may be given for the utilization of this design standard. See Table A (Percentage Increases for Design Features Used) for percentage increases allowed.

3. **Sign Structure Materials**

This standard encourages the use of native or natural materials in the construction of sign structures, resulting in improved and innovative sign design and an improved image of a business or development. A sign area and/or height increase as established in Table A (Percentage Increases for Design Features Used) may be given for the use of sign designs in which a minimum of 75 percent of the sign structure and face are constructed of native or natural materials, including malpais rock, flagstone, river rock, redwood, cedar, treated pine, used brick, and/or unpainted or unfinished non-reflective metals.



Figure C. Sign Structure Materials

#### 4. Sign Structure which Blends with the Development Site

This standard encourages the incorporation of a sign and sign structure into a major element of a building façade or significant landscape feature, resulting in the creation of a unique image for a development. A sign area and/or height increase as established in Table A (Percentage Increases for Design Features Used) may be given for the use of sign designs which integrate major architectural elements or details of the development site into the building façade for a building mounted sign, or the support structure for a freestanding sign.



Figure D. Sign Structure which Blends with Development Site

#### 5. Freestanding Signs of Reduced Height

This standard encourages the reduction of overall height for freestanding signs as established in Table 10-50.100.060.P (Standards for Permanent Signs), while maintaining sign and site compatibility and an improved



image of a business or development. See Table A (Percentage Increases for Design Features Used) for percentage increases allowed.

Table 10-50.100.100.A: Percentage Increases for Design Features Used				
Single Tenant Use	Freestanding Sign		Building Mounted Sign	
	Area Increase	Height Increase	Area Increase	Height Increase
1. Raised Letter	15%	10%	10%	5%
2. Simplified Letter and/or Logo Copy	15%	10%	10% <sup>1</sup>	5%
3. Sign Structure Materials	15%	15%	10%	5%
4. Sign Structure which blends with Development Site	15%	15%	10%	5%
5. Freestanding Signs of Reduced Height	15% area increase for each 1-foot in height reduction		N/A	
Multi-Tenant Use				
1. Raised Letter	15%	10%	10%	5%
2. Simplified Letter and/or Logo Copy <sup>2</sup>	15%	20%	N/A	
3. Sign Structure Materials	15%	15%	10%	5%
4. Sign Structure which blends with Development Site	15%	15%	10%	5%
5. Freestanding Signs of Reduced Height	15% area increase for each 1-foot in height reduction		N/A	

#### End Notes

<sup>1</sup>Also applies to individual occupancy within a multi-tenant building, development, or shopping center.

<sup>2</sup>Applies to multi-tenant building, development or shopping center.

#### B. Cumulative Adjustments

Where more than one feature listed in Subsection A is proposed, the adjustment allowed for each individual feature is cumulative. Such sign area and/or height adjustment is measured and based upon the permitted sign area and height for the applicable site as determined in Section 10-50.100.060 (Permanent Signs) of this Division. Cumulative adjustments for sign area and sign height for freestanding and building mounted signs are provided in Table B (Cumulative Adjustments).

**Table 10-50.100.100.B: Cumulative Adjustments**

# of Features Used	Freestanding Signs		Building Mounted Sign	
	Area	Height	Area	Height
2	30%	20-30%	20%	10%
3	45%	35-40%	30%	15%
4	60%	50%	40%	20%
Standard #5 w/ Standards 1-4	Not to exceed 75% of original max. permitted sign area		N/A	N/A
Cumulative Maximum Sign Area Increase Allowed	75%	50%	50%	20%

**10-50.100.110 Nonconforming Signs**

Section 10-20.60.110 (Nonconforming Signs) provides the standards and regulations for Nonconforming Signs.

**10-50.100.120 Enforcement**

The requirements of this Division shall be enforced in compliance with the enforcement provisions of Division 10-20.110 (Enforcement).

**10-50.100.130 Appeals**

Any person, firm or corporation aggrieved by a decision of the Director in interpreting, applying, or enforcing this Section may file an appeal in compliance with the appeal provisions established in Section 10-20.80.020 (Appeals of Interpretations by Zoning Code Administrator or Director).

**10-50.100.140 Severability**

- A. If any Section, sentence, clause, phrase, word, portion, or provision of the Division is held invalid or unconstitutional by any court of competent jurisdiction, such decision shall not affect, impair, or invalidate any other Section, sentence, clause, phrase, word, portion, or provision of this Division which can be given effect without the invalid provision.
- B. The invalidation of the application of any Section, sentence, clause, phrase, word, portion, or provision of this Division to a particular property or structure, or any particular properties or structures, by any court of



competent jurisdiction shall not affect the application of such Section, sentence, clause, phrase, word, portion or provision to any other property or structure not specifically included in said invalidation.

*This page intentionally left blank*